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DETROIT

A National Newspaper for Every Branch of the Industry

Automotive Daily News

★CARS★ SHOP EQUIPMENT TRUCKS ★★AVIATION★★ PARTS ACCESSORIES ★TIRES★

Vol. 13. No. 1779 — Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y. Under Act of March 3, 1879 — NEW YORK, TUESDAY, JULY 26, 1932 — 5 Cents. $12 Per Year.

Graham Announces Price Reduction on All Models Ranging From $50 to $200

New Listing Makes Price Lowest Ever Offered in History of Company; Range Is Now $680 to $1,070 F. O. B.

Detroit, July 25.—Joseph B. Graham, president of the Graham-Paige Motors Corporation, today announced that savings effected through the reduction of overhead expenses and through constantly improved manufacturing efficiency are to be passed on to consumers through price reductions on all models of Graham sixes and eights.

Effective today, he said, Graham cars will carry the lowest prices in the history of the company.

All standard eight 90-horse power models are cut $170, and all de luxe eight 90-horse power models $150 to $200. One the 80-horse power streamline six, introduced in June, the reductions range from $50 to $180; while both models of the 70-horse power six are cut $85.

The complete list of models, with the new prices and the reductions, is as follows.

	New Price	Reduction
Standard 8—90 h. p.		
Coupe	$925	$170
Coupe (rumble seat)	975	170
Sedan	975	170
De Luxe 8—90 h. p.		
Coupe	$1.000	$170
Coupe (rumble seat)	1,050	170
Convertible coupe	1,070	200
Sedan	1,050	170
Six—80 h. p.		
Coupe	$825	$50
Coupe (rumble seat)	875	50
Convertible coupe	895	180
Sedan	875	50
Six—70 h. p.		
Sedan (2-window)	$680	$85
Sedan (3-window)	710	85

AUTOMOTIVE PLANTS IN CONN. REPORTING OUTPUT INCREASES

Bridgeport, Conn., July 25.—A number of Connecticut concerns catering to the automotive industry have recently reported improvement in volume of production. While in some cases the gain is considered only temporary, the number of plants involved in the upward movement is deemed significant.

The tire valve division of the Bridgeport Brass Company here is reported as working on a greatly increased schedule, while Raybestos-Manhattan, Inc., manufacturers of brake lining, has recently reported improvement in business.

Two tire companies, the Norwalk Tire and Rubber Company, Norwalk, and the Armstrong Rubber Company, West Haven, are operating with full forces. Activities at the Norwalk factory have been further stimulated by the introduction of a battery manufacturing department. Passenger car batteries will be produced at first, but it is planned to expand operations into the truck battery field in the near future.

The Fafnir Bearing Company New Britain, which produces a wide variety of bearings for the Ford Motor Company and other automobile manufacturers, has advanced its working schedule from four to five and one-half days a week. Men in some departments are reported as working fifty hours weekly. Officials had planned to close the plant

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INDIANA TRUCKERS LOSE IN MOVE TO ENJOIN POLICE

Indianapolis, Ind., July 25.—Foes of the Indiana truck weight and size limitations law lost another round in their long battle to defeat enforcement of the measure, when a three-judge tribunal in Federal Court here dismissed a plea for a temporary injunction against the state police.

The action, begun by the Michigan Interstate Company, claimed that the limiting clause was unconstitutional because it was discriminatory, and that there were no specific rules governing the highway commission in granting permits for limited periods giving operators permission to operate trucks larger than the forty-foot limit on the highways. It was charged that discrimination against out-of-state concerns would result under this clause of the act. Counsel for the Michigan company declared an appeal would be taken to a higher court.

The judges acting on the case were Thomas W. Slick of the Federal District of northern Indiana, Robert C. Baltzell of the Southern District, and Evan A. Evans, United States Circuit Court of Appeals.

The law became effective July 1, after a delay of six months, due to obtaining of a temporary restraining order by a local operator in Superior Court last January.

DE VAUX SETS UP NEW CLASS C RECORDS

Grand Rapids, Mich., July 25.—Continental De Vaux has broken into the stock car official speed record table through the performance made under the supervision of the American Automobile Association on the Muroc Dry Lake course in California. Verification of earlier reports as to this per formance has been received by officials of the Continental Motors Corporation and the Continental De Vaux Company.

Class C stock car records, twenty-two of them, were established, ranging from 1 kilometer to 1,000 miles by a Continental De Vaux coupe, driven by Clint Du Bois July 7 and 8.

It was intensely hot during the tests. The lowest point was 80 degrees at 2 o'clock in the morning of July 3 and the midday heat was 115 on the same day. Du Bois faced severe head winds for fourteen hours in the 1,000 mile drive, and he had to keep the windows of the coupe closed to cut down wind resistance. At the finish of the trials the De Vaux engine was disassembled and, according to Ralph Hamlin, De Vaux distributor in Southern California, there has been practically no wear.

Employment Holds Well in Detroit District; Ford, Hudson Leading

Conditions Spotty, but Ford 8-Cylinder Production Passes 3,000 a Day Mark

Detroit, July 25.—The final week in July opens with the situation in Detroit decidedly spotty, a condition that has been true of this district for some weeks past. Perhaps the most interesting report that we have had here lately is to the effect that Ford production of the eight-cylinder model has passed the 3,000 per day mark. The big Rouge plant is bending its best efforts to lift the output of this line, which is accounting for a predominant share of the passenger car demand. The passenger car buying public has unmistakably shown its preference for the eight over the four. The latter chassis is finding favor with fleet owners and, of course, the four-cylinder power plant is used in the entire truck production.

After the fanfare of introducing its new low-priced car to the world, Hudson has settled down to the business of building, and production is going ahead at a rapid rate.

Chevrolet is maintaining a steady gait and Plymouth still keeps the pace, but all the manufacturers are feeling the traditional midsummer lull.

Employment in this territory is holding remarkably well, according to the index, which showed a figure on July 15 of 69.6, comparing with 70.9 at the same date in June and with 68.2 in June, 1931.

The latest Ford employment figure showed 85,141 people on the pay roll, a slight decrease but not a severe one when we remember that 90,000 employees have been the high water mark this year. The Hudson company has been largely responsible for the good showing made by the employment index, because it has increased its working force to around 10,000 men in the effort to launch the new Essex Terraplane.

WILLYS-OVERLAND SHIPMENTS GAIN 23% IN JULY FIRST HALF

Toledo, O., July 25.—Willys-Overland shipments for the first half of July show an increase of 93.8 per cent. over the same period of the previous month and a 46.6 per cent. gain over the first half of May, H. B. Harper, vice-president in charge of sales, reported here today. Compared with the first half of last July, the gain for the same period this year is 23 per cent.

"The public has shown a splendid reaction to our new streamline series introduced in June, as evidenced by the increase in our retail business in all sections of the country. Before presenting the streamline series we made a careful survey of the situation and decided that the buying public is in a receptive mood and will respond to values that are based on present conditions. This response followed immediately after the new models were introduced."

MAYO TO RETIRE FROM FORD ORGANIZATION ON SEPTEMBER FIRST

Detroit, July 25.—Rumors current for some time that William B. Mayo, engineer in charge of Ford's aviation activities, would retire are verified by the announcement that the veteran will sever his twenty years' connection with the company on September 1.

As to his future plans, all that is said is that after a long vacation he will give his attention to certain engineering developments he has in mind.

Mayo came to Ford as a construction engineer, and helped build the River Rouge plant. He electrified the Ford railway, built dams, supervised the construction of ore carriers and engineered many manufacturing processes. He interested Ford in aviation in 1920, and since that time has been a power in the aviation end.

STEEL RATE UP TO 20% IN YOUNGSTOWN AREA

Youngstown, July 25.—Youngstown district steel plant operations today will rise to 20 per cent., up 4 per cent. from the rate on July 18 and 3 per cent. above the past week's average. Several large producers report a slight, unseasonal life in plant operations, as a result of which employment in the district is improving slightly.

A distinct bulge in pipe buying, prospects of heavier shipments of flat steel to the automobile industry and a pickup in light structurals are encouraging developments. Twenty-three or 24 open hearths will be melting, against 21 a week earlier. Scrap buying is more active and sentiment in northeastern Ohio steel trade is generally stronger.

Youngstown Sheet & Tube Co. operations this week will advance 6 points to 16 per cent. of capacity when the company doubles the ingot output at its Campbell plant.

JUNE SALES GAIN 15.5% OVER MAY IN 38 STATES AND D. C.

Detroit, Mich., July 25.—Sales of new passenger cars during June in thirty-eight states, representing 71.62 per cent. of the entire country, show an increase of 15.5 per cent. over sales in the same states during May, according to R. L. Polk & Co.

June registrations of new passenger automobiles in those states reached 107,309 units, a 15.5 per cent. increase over 92,830 units for May, and a 25.79 per cent. decrease under 144,621 units for June a year ago, in the same states.

The Polk Company estimates total registrations of passenger cars for June at 149,000 units.

Truck sales in thirty-eight states during June reached 12,526 units, a decrease of 3.46 per cent. under 12,976 units for May, and a decrease of 35.87 per cent. under 19,534 units for June a year ago, in the same states.

Total truck sales for June are estimated at 17,900 units.

PHILA. FOUNDRIES REPORT IMPROVED ACTIVITY IN JUNE

Philadelphia, July 25.—During June, activity in gray iron foundries, as measured by production figures reported to the industrial research department of the University of Pennsylvania, continued to increase. These gains were confined to a few foundries, especially those plants located in Philadelphia.

Output of malleable iron and steel castings decreased, although five of the eight steel plants reported increased activity. The tonnage of iron castings shipped increased about 10 per cent., while that of steel castings remained nearly the same as last month. The total value of the shipments as well as the average price of both groups declined. The foundries also had decreases in the volume and value of unfilled orders on hand at the end of the month.

FORD OPENS PLANT IN SEATTLE, WASH.

Seattle, Wash., July 25.—Formal opening of the gigantic assembly plant of Ford Motor Company in Seattle took place last week. The public was invited to visit the estab-

(Continued on Page 4)

U. S. HOLDS LEAD IN EXPORT FIELD YEAR ENDING JUNE 30

Washington, July 25.—Although foreign trade declined in value and volume in the year ending June 30, the United States maintained its position as the world's leading export nation, the Commerce Department reported today.

This country also ranked, as it has in the past, as second only to the United Kingdom in values of imports.

In volume American exports declined only 20 per cent. from the year before while imports dropped only 10 per cent. The drop in value, however, was much greater because of the sharp decreases in the prices of all commodities.

NATIONAL TIRE WILL REOPEN OHIO PLANT

Youngstown, July 25. — The National Tire & Rubber Company plant at East Palestine, O., will resume shortly after a shutdown of several years. The first carload of machinery for equipping the old plant will be received July 25. Negotiations for the reopening have been carried on by I. L. Wiltsie of Babylon, L. I., and Harold Howenstine of Canton, assisted by members of the city's industrial board. C. H. Moore of Forest Hills, L. I., will be general superintendent of the reorganized rubber company, which will employ several hundred men.

AIR EXPRESS LINES TO OPEN AUGUST 1

New York, July 25.—Arrangements were completed for the inauguration on August 1 of a nation-wide interline air express system, with connections to Canada, Mexico and South America, according to an announcement made by Gen. George S. Gibbs, president of the Postal Telegraph-Cable Co., after a conference in New York with representatives of seven leading airlines.

The new express network will be known as General Air Express, the Interline System, which will operate over American Airways, Inc., Transcontinental & Western Air, Inc., Eastern Air Transport, Inc., Transamerican Airlines Corporation, United States Airways, Inc., Pennsylvania Airlines, Inc., and Ludington Air Lines. It is expected that Northwest Airways, Inc., and Pan-American Airways, Inc., will join this group shortly.

For the first time in the history of aviation a uniform way bill has been adopted to permit the free exchange of merchandise from one airline to another at connecting terminals, and through rates will be quoted between 138 cities directly served in this new airshipping development. Shipments can be made by General Air Express to any point in the country through connecting airline, motor bus and railroad express carriers.

ROADS BUILT IN ILLINOIS EXCEED 520 MILES IN YEAR

Springfield, Ill., July 25.—This season's state and county road construction passed the 520-mile mark during the first week of July, according to an announcement issued by Frank T. Shoots, chief highway engineer.

During the year up to July 6 Mr. Shoots stated the state bond issue system had been extended 276.58 miles and the county roads completed totaled 243.62.

During the week, 6,950 men were directly employed in road construction work.

STUTZ UNFILLED ORDERS BETTER THAN JUNE SALES

Indianapolis, Ind., July 25.—Improvement in business is sensed by the Stutz Motor Car Company, according to Col. E. S. Gorrell, president, who reports that in the last two weeks a better sentiment has been noted. At the middle of July, it was stated, Stutz had six times as many unfilled orders on its books as it had at the end of June. The unfilled orders at the end of last week were greater than the entire shipments of June, he said.

The factory man power has been increased approximately 40 per cent, during the last two weeks, Col. Gorrell stated, and hours of working also have been made longer and the pay roll of the factory is approximatey three times as great as two weeks ago. One of the most hopeful signs, he said, was that some business is now coming in from the overseas markets.

MOTOR WHEEL BUSY ON TERRAPLANE ORDERS

Lansing, July 25.—Increased production by the Hudson Motor Car Company, and announcement of the new Essex Terraplane, has increased activity at the Motor Wheel corporation's plants here.

For the past several weeks the wire wheel department has been operating twenty-four hours a day to meet Hudson's requirements. In addition to wheels, Motor Wheel is furnishing a number of stampings used in production of the Terraplane.

TO SUBSTITUTE BUSES FOR LOWELL TROLLEYS

Boston, Mass., July 25.—The first step toward the ultimate substitution of bus service for trolley transportation in the Lowell division of the Eastern Massachusetts Street Railway has been taken by that company. Fred A. Cummings, vice-president of the company, before the Public Utilities Commission urged favorable action on a petition which would permit the company to operate buses throughout Lowell, Dracut and Chelmsford.

Owners of 1,500,000 Business Vehicles Will Get the Issue of July 29

Fleet owners having 10 or more vehicles, 25,000 names, will receive the truck issue July 29th. Only Automotive Daily News can provide such wide extra distribution at no additional cost to the advertiser.

If you want to reach not only those owners but all exclusive truck dealers, important bus operators, 8,000 passenger car dealers and important factory officials, use that issue with a page at $350; half page at $175 or a quarter page at $87.50.

Forms close 2 days preceding publication.

Automotive Daily News

H. A. TARANTOUS, *Bus. Mgr.*, 350 HUDSON STREET, N. Y. C.
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Fisher Building, Detroit, Mich.
WESTERN OFFICE: Willard R. Cotton, Manager
333 No. Michigan Ave., Chicago, Ill.

McCLAREN REPORTS AN ALL-TIME ORDER PEAK

Charlotte, N. C., July 25.—Production at the McClaren Rubber Company's plant here has attained an all-time peak, and orders on hand assure a continuation of the present rate of operations throughout August, it was announced by I. Eisbrouch, president.

The plant is now operating twenty-four hours per day, six days per week, at maximum capacity, Mr. Eisbrouch stated, and approximately 500 people are on the pay roll.

Decision of this company to work gradually toward three crews, each working eight hours, was announced by company executives. Completion of that process will result in over 200 persons being added to the pay roll.

STERLING REPORTS GAINS IN LA FRANCE DIVISION

Milwaukee, Wis., July 25.—Sterling Motor Truck Company, which recently acquired the truck division of the La France Republic Corporation, Alma, Mich., has received substantial orders through the new division, according to E. M. Sternberg, Sterling president.

The La France line is one of light and medium weight trucks, while heavy duty units are turned out by Sterling. Although sales of the latter were rather slow, the lighter units have been distributed in greater volume in July than had been expected, Mr. Sternberg said. The orders came mostly from the East. In the La France-Republic deal Sterling acquired assets exceeding $1,000,000.

FAGEOL WITHDRAWS BANKRUPTCY OPPOSITION

San Francisco, July 25.—Fageol Motors Company, $2,000,000 Oakland concern, builders of motor buses and trucks, withdrew opposition to the involuntary bankruptcy petition in Federal Court here today and the company was adjudicated bankrupt and referred to a referee.

At the same time the Fageol Motors Sales Company, a subsidiary, filed a voluntary bankruptcy petition. Fageol Motors went into recevership several months ago and was one of the cases mentioned in criticism of Federal Judge Louderback's receivership actions, which brought on a Congressional investigation of his court, now pending.

GILLETTE RUBBER CO. MAINTAINS SCHEDULE

Eau Claire, Wis., July 25.—Operations at the Gillette Rubber Company here are what they were in 1925, according to R. B. Gillette, chairman of the board. Present production is ahead of last year and future prospects are bright and encouraging.

The company has about 1,000 on the pay roll. Production today includes automobiles and bicycle tires, tire and tube making machinery, rubber ice cream shippers, air cushion horse collars and ladder shoes. The concern has maintained three eight-hour shifts since 1925.

AUTOMOBILE RECEIPTS BELOW YEAR AGO IN MAINE

Augusta, Me., July 25.—Receipts from motor vehicle registrations and licenses in this state for the first six months of this year show a decline of nearly $200,000 from those of the first half of last year, acording to a tabulation made by the secretary of state, Edgar C. Smith.

Total receipts to June 30, 1932, were $2,686,993 compared with $2,886,132 for the coresponding period of 1931, he said.

The number of passenger cars registered to June 30, 1932, was 12,450 less than last year. There were 2,637 fewer trucks and 13,653 fewer operators' licenses.

FARM POPULATION UP 648,000 DURING 1931

Washington, July 25.—The farm population was 31,260,000 persons on January 1, 1932, as compared with 30,612,000 on January 1, 1931, a gain of 648,000, acoording to an estimate issued today by the U. S. Department of Agriculture.

SPARKS *from* DETROIT

What Makes a Car
* * *
Pneumounted
* * *
"Soup Plate Six"
* * *
Lady Luck Helps
* * *

Chris Sinsabaugh—Detroit Editor

IMAGINE there being eight pounds of asphalt used in the manufacture of a Chevrolet coach! I was surprised, too, when I discovered this fact while prowling in research across the street in the General Motors Building. The asphalt is used in creosoting the woodwork.

That wasn't the only astonishing thing I discovered during the prowl. They fairly staggered me with the statistics and by request they put a standard Chevrolet coach on the dissecting table and gave me the low down as to the materials entering into its construction.

* * *

THE COACH WEIGHS 2,665.1 pounds, of which 2,099 is the iron and steel entering into the construction. Of wood there are 198 pounds; rubber, 82; glass, 54; cotton, 53; brass, 26; lead, 20; paper, 18; pure copper, 17; chemicals, 17; asphalt, 8; paint and varnish, 9; tin, 5.01; wool, 3.09; miscellaneous, 57.

There are thirty major commodities and a host of minor ones used in the construction of the Chevrolet coach, but asphalt strikes me as the most unusual. The largest part of the weight is made up of iron and steel products. Iron, malleable and cast, accounts for 492 pounds, and steel, ranging from cold drawn to hot rolled steel wire, totals 1,606 additional pounds.

* * *

EACH COACH also contains 198 pounds of hard and soft wood, used mainly in the construction of the Fisher bodies, which are a combination of wood and steel for greater structural strength and serviceability. Rubber, used for tires and at insulation points, is the only major commodity not produced in its raw state in the United States.

You might ask how paper figures in the construction. The eighteen pounds of paper are used mainly as insulation in the top and body. From the dye and chemical factories come seventeen pounds of products, plus two pounds of acids and nine pounds of paints and varnish. We even find soap among the items.

* * *

FRANK KANE, who writes the snappy stuff in the Terraplane advertising put out by Erwin-Wasey, gives us a new word— p-n-e-u-m-o-u-n-ted. We can't find it in Webster's, but we have consulted some of our engineering friends and find it is air protected by rubber. In other words, pneumounted means to Essex what floating power means to Plymouth. The Terraplane engine is rubber mounted at three points and this is the way Frank Kane takes to tell us about it.

* * *

NOW THAT I HAVE accepted delivery on the "Soup Plate Six," which makes me a Rotarian, I am getting ready for the gigantic brake and equipment test the state of Michigan is going to put on, beginning August 1, and which will last a month, the greatest effort for safety the authorities ever have put on.

Back of them are all the automobile factories in Detroit, the oil companies too, and 129 garages and oil companies, all of which will be equipped to give free inspection to all cars. And when the "Soup Plate Six" passes the test, I get an official sticker which will certify I am qualified to stop any place I want to. The Michigan Safety Traffic Directors Association is responsible for this test.

* * *

LADY LUCK played a favorite at the Terraplane christening. With 25,000 people jammed in the big lot out near the plant waiting for Amelia Earhart to do her stuff, threatening clouds clogged the skies. At the zero hour it was raining heavily in all parts of the city except a three-mile circle surrounding the christening field. We just had a drop or two at the field and the show was pulled off without weather interference.

Retail Salesmen—This Is Your Page

This department is devoted to the interests of the retail sales division of the industry. Salesmen, this is your department. Automotive Daily News wants you to get something from this department that will help you in your work on the firing line. It wants you to pass on your own experiences, successes, failures to help your brother salesmen. Send in your story in the form of a letter, or even a postal card, and let us get it ready for publication. Your achievement or your mistake may help another salesman to make sales or avoid errors that cost you commissions.

Dealers read this page. Give us the benefit of your reactions on these problems that affect the work of your salesmen, the men on the firing line, the men who bring home the bacon or don't.

TEN COMMANDMENTS FOR GOOD MERCHANTS

The merchants' Service Bureau of the National Cash Register Company has recently put out some suggestions for merchants who want to make money, a human failing that is fairly common. While these commandments are addressed to merchants in general the basic principles are exactly the same for automotive merchants as for men in other lines of commercial activity. We are publishing these ten commandments which good merchants will always heed:

Net profit—not sales volume—is the test of merchandising today.

You cannot make a profit by giving away merchandise—by cutting prices so low they fail to cover expenses plus a profit. "No one has yet sold enough merhcandise at a loss to turn the loss into a profit." "Don't try to meet or beat every price cut in town." "Anyone can cut prices—it takes a merchant to make a profit."

Price cutting has gone too far. Prospect of still lower prices—is damming up buying. People are holding back—waiting to buy—until assured that the bottom has been reached.

The time has come to sell quality merchandise—at prices which will yield a profit; to adjust expenses to sales volume. This will enable you to stay in business—and continue to serve your community.

Study the territory your store serves—decide what type of customers you want—deliberately choose the families you prefer to have as customers—find out the kind of merchandise they like to buy—then go after their business.

Have the merchandise these people want—tell them you have it—advertise. Make your store the most interesting, convenient, pleasant place to trade. Invite them to come in—do unusual things to attract their attention—to get them into your store.

"Dramatize your advertising—fill it with human interest—make it create desire for your merchandise." Dress up your services to hold your most profitable trade.

Get as many people as you can to talking appreciatively about your store—your merchandise—your services.

Advertise to create desire for profitable merchandise—to attract more people into your store—to increase good will.

This is no time to reduce advertising—rather to increase it—make it more effective. Make your advertising dollars work harder. "Stop advertising loss leaders exclusively—feature the profit-making merchandise."

Your present customers and people you want as customers are interested in specific facts about merchandise—style, quality, what it will do, reasons why it is worth the price. The customers you want are buying values—not cut prices.

Decide what type of advertising—newspaper, direct mail, billboard, radio, handbills, etc.—is best adapted to reach the people you want to sell. Then spend enough time, money and careful planning to make your advertising produce results.

Make people want your merchandise by displaying it attractively—in windows and inside your store.

Windows must sell merchandise. Dress them to make people want the things displayed—at least, to want to come inside to look and ask questions. Change your displays every day, or often enough to keep them fresh, interesting and selling.

Inside your store show more merchandise in open displays, where customers cannot miss seeing it and can easily handle it.

Make your displays sell more by unusual arrangements—by descriptive cards that tell good points, uses and values, as well as prices. "Show less at a time and sell more." Group things used together—keep displays simple. Turn shoppers into buyers by making it easy to buy genuine values at reasonable prices."

"Selling is the most important thing in your business. Give it more of your personal attention."

(Continued on Page 4)

Pontiac's 1932 Regional Aces

There are more than the regulation four suits of aces in the Pontiac salesmen as they line up at the end of June. Considering both new car and used car sales, there are eleven in all—the Best Bowers of the Pontiac pack.

Leading the retail salesmen of new cars, from January 1 to June 30, inclusive, with their regions, are as follows:

A. G. Liles, Chervin Motors Co., Philadelphia, Pa., EASTERN	68
F. J. Schwarb, Echo Motor Sales, Buffalo, N. Y., EASTERN	68
Homer Ward, Nath Jones Motor Co., Pawhuska, Okla., SOUTHERN	41
H. W. C. Barritel, Neidhard Motor Co., Cincinnati, HOME OFFICE	32
E. J. Chapman, Arnold W. Vogel, Inc., Oakland, Cal., WESTERN	31
M. W. Clark, Swan Motor Co., East Des Moines, Ia., CENTRAL	30

On the used car side, ranks are as follows:

A. J. Rhyne, Ben F. Lockhart, Wichita Falls, Tex., SOUTHERN	91
F. J. Schwarb, Echo Motor Sales, Buffalo, N. Y., EASTERN	85
Ed Dolquist, Wickstrom Motor Co., Yakima, Wash., WESTERN	80
D. W. Orris, Schooler Motor Co., Des Moines, Ia., CENTRAL	80
L. R. Green, Monarch Auto Co., Louisville, Ky., CENTRAL	52

They Were Three to One Against Him, But This Salesman Made the Sale

Herewith we present the letter which won third prize in the recent Pierce-Arrow prize contest among its salesmen all over the country. The writer is Frank G. Elliott, Pierce-Arrow salesman in Cleveland, O.

By FRANK G. ELLIOTT

During the summer o 1931 I secured from one of my owners the name of Mr. D—— as a prospect. On my first contact with Mr. D—— he told me he was not in the market. I then discussed this prospect with my owner, and he told me that Mr. D—— had taken demonstrations in an eight-cylinder Blank, and sixteen-cylinder Blank, and that for this reason he considered Mr. D—— genuinely interested in the purchase of a new automobile.

I continued working Mr. D——, gave him complimentary tickets for the Cleveland Automobile Show in February, and showed him every courtesy possible.

Later, I was able to give Mr. and Mrs. D—— a demonstration in one of our Le Baron inclosed drive limousiness, and both were very much impressed with the comfort, appearance and performance of the car. By this time they had taken a demonstration in a Blank twelve, and the chauffeur appeared to be partial to this car. When I sensed this I showed the chauffeur the films on our twelve-cylinder models, using the Visualette projector. This enables me to convince him of the superiority of our cars.

During further contacts with Mr. D—— he told me that he had decided to drive his Blank another year. I learned that three companies were working Mr. D—— closely, as he is the type of man who would not be taking demonstrations unless he was seriously interested in the purchase of a new car. I succeeded in having him take a demonstration in one of our "52" inclosed drive limousines. The result of this demonstration was that Mr. D——, his wife and his chauffeur admitted that our car out-performed any of the others that they had ridden in, and was superior in its appointments, workmanship, materials and riding comfort.

After the demonstration Mr. D—— became very friendly, invited me into his house several times, where I spent as much as an hour discussing automobiles and other topics with him. He finally permitted me to drive his car to our establishment for appraisal. When he was informed of the valuation of his car, he protested the figure quite strongly, and again stated that he would drive his Blank another year. A few days after he made this statement, I succeeded in getting Mr. D—— and his wife to take another demonstration in our car, and at the end of the ride, he accepted the first allowance placed on his used car, and took delivery of our "52" inclosed drive limousine.

A few days later I met one of the crack local Blank salesmen, and he seemed quite upset over the fact that I had succeeded in selling Mr. D—— our car, and wanted to know exactly what I had told him about Pierce-Arrow that clinched the sale. I told this salesman I got only half way through with the Pierce-Arrow story when Mr. D—— bought, and that I had a lot more to tell him if it had been necessary.

☆

BUSINESS IS GOOD IN WICHITA FALLS

•

At least it's good for the dealer selling

Cadillacs and LaSalles

Perhaps some people will take issue with the statement that business is good in Wichita Falls, Texas. As a matter of fact, Wichita Falls *has* had its misfortunes just as every other community has had them. This particular city has lost population; and, as a consequence of this and general conditions, local merchants have suffered quite heavily in volume of business done . . . But when we say that business is good in Wichita Falls, we speak from the records of the Fritz Motor Company, dealers in Cadillacs and LaSalles. During the first five months of this year the Fritz Motor Company sold 20 Cadillacs and LaSalles as compared with 17 for the same period last year. This year the percentage of price class won by the Fritz Motor Company is 71.4; last year it was 34 per cent. And most important of all, the company's profits for the first five months of 1932 were *two and a half times as great* as its profits for the like period in 1931 . . . This gratifying record is just one more example of what can be accomplished in the retail automobile business when good management is joined with the right franchise. There is no denying that excellent management is playing a big part in the success of the Fritz Motor Company. And yet good management has often been wasted on products with insufficient appeal . . . The Cadillac-LaSalle franchise is offered only in communities where potential sales are great enough to warrant expectation of a satisfactory profit. Cadillac stands ready and willing to assist any dealer who wants advice or help in managing his business. Furthermore, Cadillac is building four lines of cars which are literally dominating the fine car field. Today, there are a few desirable Cadillac franchises available. If you believe that one of them may interest you, write at once to the

CADILLAC MOTOR CAR COMPANY

Division of General Motors

DETROIT, MICHIGAN

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Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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TUESDAY, JULY 26

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The Value of Advertising

IN the current issue of the Executives Service Bulletin, issued by the Metropolitan Life Insurance Company, B. H. Namm, head of a great department store in Brooklyn, has some extremely pertinent things to say about advertising. Mr. Namm remarks:

"I have always been a firm believer in the power of advertising. Ample proof of this lies in the fact that during the past ten years our firm has spent over $5,000,000 for newspaper advertising alone. In the field of distribution we believe that good merchandising is that which moves goods toward people and good advertising is that which moves people toward goods."

Mr. Namm's suggestions are peculiarly pertinent at a time when every line of commercial activity is encountering the same basic difficulty, that of getting people to move toward goods. The present price levels for almost every kind of merchandise would normally be enough inducement to make people run, not walk toward showrooms of every sort. Today, with depression and unemployment creating a vast fear that hangs over the country like a dense cloud, even price inducements do not serve to move people toward goods.

The connecting link in the distribution chain that we need to start buying in anything like normal volume, is advertising of the sort that will compel people to move toward goods of every kind. Not only does this apply to goods of a tangible nature, but to merchandise as intangible as service in the automotive industry.

One favorable factor we have on our side. The reluctance of people to move toward goods which has been evident for practically three years, has served to reduce stocks of goods almost to the vanishing point. When the inevitable passing of the present psychology of fear shall have come and advertising once more assumes its normal ability to force people to move toward goods, the buying so induced will be reflected almost instantly in industry of all types. Especially is this so of the automotive industry, where stocks have been reduced to perhaps a thirty days' normal supply.

Commodity Prices

TO the man who likes comparisons, there is one ready to hand in the similarity between the late war and commodity prices. In the days when we followed bulletins in the newspapers with breathless interest, we watched first one side and then the other drive back its opponents, until finally these latter came to a place where reinforcements or the natural conditions of the country enabled them to dig in and hold the line.

During the past three years we have watched the forces of deflation and depression drive back commodity prices. Back, back and back these price lines have retreated. From time to time we have had feeble rallies, when prices held for a time or even made some slight advances here and there. From time to time economists and financial experts have told us that at last we have reached the place where the price ranks would be able to hold. But never yet in all these three years have predictions proved true to facts. After every pause there has come a further retreat.

We have been told all this while that never until commodity prices advanced could we hope that real revival was at hand. This is one point on which warring economists have been pretty steadily agreed.

Now we have come to another of those rallying points. Commodity prices since late spring have held reasonably steady. They seem to have reached a line of entrenchments where they can resist attacks by General Deflation and General Depression. In some lines, particularly in meat animals and in feed grains, there have lately been encouraging and sustained advances.

Is this a mere rallying point or have we reached a line where commodity prices can hold their ground in preparation for the inevitable attack and advance?

AUTOMOTIVE PLANTS IN CONN. REPORTING OUTPUT INCREASES

(Continued from Page 1)

for a week early in July, but it remained in operation.

A slight improvement has been noted at the Russell Manufacturing Company, Middletown. The concern is getting into production on two new automotive accessories. A number of hands laid off in recent months have been reinstated.

Definite improvement is reported among the brass manufacturing plants in the heavy industrial Naugatuck Valley section. The American Brass Company, operating large factories in Waterbury and Ansonia, recently received a number of new orders which gave encouragement.

Man-hours worked in a number of Bridgeport plants recently showed a slight but significant gain, according to a report furnished by the Bridgeport Chamber of Commerce Industrial Division.

TRUCK RECIPROCITY IS REACHED BETWEEN BAY STATE AND VERMONT

Boston, Mass., July 25.—Agreement has been reached between Massachusetts and Vermont authorities under which trucks of 3,000 pounds or over can be operated in each state on five-day permits, bringing to an end the prolonged dispute between the states over the registration of trucks.

The agreement was reached through conference between Morgan T. Ryabm, the Bay State registrar, and Charles T. Pierce, the Vermont commissioner.

Prior to the settlement, there was a reciprocal agreement between the two states that trucks designed to carry more than a ton and one-half and engaging in interstate business would be required to pay the full annual fee charged to residents of that state.

Settlement followed a complaint of Representative Louis Pfeiffer of Bedford, who appealed to Gov. Ely when one of his constituents in the trucking business was held up in Vermont and asked to pay $380 because two of his trucks passed through that state while on the way to a construction job at Lake Placid, N. Y.

OPEN 34TH ST. BRANCH

Atlantic City, N. J., July 25.—The Pep Boys, Manny, Moe and Jack, operators of a large chain of automobile accessory and radio supply stores throughout eastern Pennsylvania, New Jersey and Delaware, have opened a branch store in this city at the northwest corner of Ohio and Atlantic Avenues. The opening of their Atlantic City store will make the thirty-fourth shop of this concern.

COMING EVENTS

AUGUST

22-26—**Denver, Col.** American Chemical Society Convention.
30-Sept. 1—**Cleveland.** S. A. E. Aircraft Meeting

SEPTEMBER

12-17—**Cleveland.** Machine Shop Practice Meeting, A. S. M. E.
15-17—**Atlantic City, N. J.** American Trade Association Executives Annual Meeting.
19-20—**Harrisburg, Pa.** Pennsylvania Automotive Association Convention.
22-23—**Chicago.** National Association Motor Bus Operators.

OCTOBER

3- 7—**Buffalo, N. Y.** National Metal Congress. Sponsored by American Society for Steel Treating, with co-operation of American Society of Mechanical Engineers, Institute of Metals and Iron and Steel Divisions of American Institute of Mining and Metallurgical Engineers, American Welding Society. Wire Association.
3- 7—**Washington, D. C.** National Safety Council Meeting.
3- 7—**Buffalo, N. Y.** National Metal Exposition, 174th Regiment Armory W. H. Eisenman, 7016 Euclid Ave. Cleveland, director.
4- 6—**Toronto.** Transportation Meeting S. A. E.
13-22—**London, England.** Olympia Show.
17-22—**Atlantic City, N. J.** National Hardware Association, Accessories Branch

NOVEMBER

14-16—**Atlanta, Ga.** National Tire Dealers Association.

DECEMBER

2- 3—**Chicago.** National Standard Parts Association Convention.
5- 9—**New York.** Annual Meeting A. S. M. E.
5-10—**New York.** Power and Mechanical Engineering Exposition.
5-10—**Detroit.** Third Annual Joint Trade Show, National Standard Parts Association and Motor and Equipment Manufacturers' Association, Convention Hall.

FINE CARS SINCE 1902

IN selling automobiles today, profit is far more important than volume. That is why the Marmon franchise is particularly desirable right now to distributors and dealers who want to make money.

MARMON

SALES DEPARTMENT INDIANAPOLIS, IND.

TEN COMMANDMENTS FOR GOOD MERCHANTS

(Continued from Page 3)

Better selling is the key to better business. Teach your salespeople how to meet and greet your customers—how to sell more—how to please your customers. Teach them more about your merchandise—what it is, its good qualities, its uses, just why it is worth the price and how best to handle and present it.

Teach your salespeople how to sell more by suggesting better quality, larger quantity, things used together, unrelated merchandise, featured and bargain merchandise.

Keep records of number of customers, dollar volume, average sale and cost per customer of each salesperson. Be sure all your salespeople sell enough to earn what you pay them. Give them some incentive to work harder.

Operating expenses must be reduced so that margins will yield a profit on your present dollar volume of business.

Challenge every item of expense. "Know what it costs to handle and sell every line of merchandise." Reduce every expense item which can be reduced. Rent, delivery and pay roll are the biggest items of expense in most stores. All can be reduced—have been reduced in thousands of stores.

Selling cost—pay roll—is your biggest expense. It is half or more than half of total expenses in most stores. You can reduce it most effectively by increasing sales per salesperson. It can also be reduced by "paying salespeople for what they sell—rather than for time spent in your store."

"Watch the little expenses—stop the small leaks—but give special attention to cutting down your big expenses."

Dollar volume can be increased by selling up—selling more to present customers—and attractiing new customers.

Sales resistance can be overcome by featuring values rather than low prices—by actually raising prices—by employing better salespeople—by spending more time teaching salespeople how to sell.

"The good will of each retail establishment is now in the balance, depending upon whether or not the merchant yields to the temptation to meet lower prices with lower quality merchandise. The influence of trading down is a pauperizing influence. It destroys the profit incentive in business, it aggravates the difficulties of maufacturers, depresses earnings of workers, and congests the bankruptsy courts. The collective strength of the country's good stores is sufficient to turn the tide if they have the will to exert it."

Profits don't happen—they are the result of careful planning.

Plan your business ahead. Decide how much profit you want to make this year, and figure out on which lines of merchandise you can make the most—on which you can only break even—on which you may have to lose money. Then "plan to increase sales of the profit producers, and sell only as much as may be necessary of the losers."

Work out a schedule to show for each month, week and day which merchandise—and how much—you must sell—also how much you must make to reach the year's profit goal.

Plan your buying and expenses to support this planned selling program. Check up daily, weekly, every month to make sure that you adhere to the scheduled plans. Don't hesitate to change plans to keep them adjusted to changing conditions and opportunities.

To make money these days, nothing can be left to chance. "Ycu must know where you are making money, where you are losing money and how much."

"Half of knowing is knowing in time." Close control gives confidence, enables you to cut losses, increase sales, make more profit.

"Buying must be rigidly controlled by facts about what is selling and what can be sold at a profit." "It pays to approve purchase orders before things are bought instead of okaying invoices."

Expense control is needed to enable you to reduce expenses at every point where reduction will not interfere with getting results.

Sales control is needed to sell more of the profit-producing merchandise, and not sell more than is necessary of the lines on which you lose money.

Proper control of all parts of your business enables you to take advantage of every opportunity.

Watch your credit accounts carefully. "Capacity of people to pay is changing rapidly these days." Some who have always been good pay may lose their ability to pay—others who have been in financial difficulties may work themselves into position to pay.

Check carefully every applicant for credit—have a definite understanding about the amount and time of payment. "Make larger use of your local credit bureau"—or other sources of information. "Support your credit bureau by reporting promptly and accurately all changes in accounts on your books."

Give special attention to collections—don't allow accounts to run without effort to collect. Small payments are better than none.

And protect your own credit by paying your bills promptly. Discount every bill you can. "Don't try to fool your creditors."

FORD OPENS PLANT IN SEATTLE, WASH.

(Continued from Page 1)

lishment, where 600 workmen are now employed. Capacity, however, is much greater.

J. C. Donnelly, branch manager, was host at a dinner attended by 500 representative citizens. Mayor Dore and prominent citizens were among the speakers.

It is expected that 100,000 will visit the plant this week.

J. J. Hague is assistant manager, and M. H. Kennedy wholesale manager.

The new plant cost $3,000,000, and undoubtedly Henry Ford had in mind trade with the Orient when he decided upon this investment in Seattle.

ANNEALING GLASS WITH ELECTRIC HEAT

By R. H. ROGERS

Industrial Engineering Department
General Electrical Company
From a paper presented at the International Electrical Congress in Paris, France, this month.

Glassware or plate, if cooled rapidly, is subject to internal strains which tend to shatter the material in handling, transportation or use. If the glass is reheated or taken hot from the producing mechanism, then allowed to cool at certain rates as represented by the ideal cooling curve, the strains will be relieved and the glass will be tough and resilient.

Furnaces for annealing glass are called lehrs. They have until recent years always been fixed with coal, oil or gas, as electric heat was considered too expensive. However, there are now well over a hundred electrically heater lehrs in operation, some of them where coal, oil or natural gas are very inexpensive. A study of the art shows that the differential in the cost of heating is more than overcome by other factors.

Electric heat lends itself to small furnace operation just as a small electric lamp is a better source of light than a bark torch. Small lehrs have been developed that are suited to take the output of one molding machine. The glassware with its heat at or near the annealing temperature passes directly into the lehr. As a consequence, the electricity only has to make up heat loss during the high part of the curve. With the large fuel fired lehrs the ware had to be handled from scattered machines to a central lehr with attendant cost, breakage and loss of heat which had to be restored in the lehr.

Strains in glass can be relieved in a very short time if the ideal temperatures and cooling curve can be followed closely, and conversely annealing of an inferior nature takes a long time at other temperatures and rates of cooling. Electric heat applied in definite zones each under control provides means for following the best heating and cooling curves. The conveyor on which the ware passes through has an adjustable speed drive—another practical element of control. The heat is distributed uniformly by the disposition of the heating units, so that glass passing through close to the walls meets the same conditions as that near the center of the conveyor.

A feature of electric heating is cleanliness. There are no products of combustion in the lehr and the goods come out clean and sterile. In fact, prescription ware (bottles for drugs, etc.) are immediately packed without cleaning and go to the trade sterile, while the washed ware from fuel-fired lehrs may be "clean" but not sterile. The cost of washing, consequent breakage and inevitable contamination are eliminated with electric heat.

The normal small or "jitney" lehr is 2 to 4 feet wide, 80 to 100 feet long, with woven wire mesh conveyor belt which travels about 8 inches per minute. The heating chamber occupies the first twenty feet and contains heating units in three or four circuits. The first zone is able to restore heat to cooled ware or to hold the temperature if the goods enter with sufficient residual heat. The second and third zones make up wall losses and the final zone is a control range for holding the cooling to the desired curve. There will be about eighty kilowatt total connected load with an average consumption rate of about twenty-eight kilowatt when the ware is entering at a good heat. The output will be about eighteen tons per twenty-four-hour day. The energy consumption is about thirty-five kilowatt hours per ton of average ware.

There are about twenty heating units used and they are made up of nickel chromium alloy on alundum compound insulators. They are connected five in series in a 220-volt single-phase circuit. The units are independent and can be removed through the side of the furnace. In maintaining a furnace temperature from 900 degrees to 1050 degrees Fahrenheit, the life of these units seems to be unlimited.

As the kinds of glass and types of ware change, the temperature characteristics of the lehr can be changed to suit by changing the instrument setting and with the assurance that the set conditions will hold until a voluntary change is made. The short cycle secured by precise control and uniform conditions enables the electric lehrs to anneal a given output in smaller floor space than was the case with the fuel-fired furnaces.

Electrically annealed glass is so satisfactory to users that manufacturers advertise "all our glassware annealed by electric heat." Among those who appreciate this superior annealing are the milk dealers who find that electric annealing of milk bottles has made a great reduction in breakage—heretofore an important, expensive item in the milk business.

The annealing of tubes, lenses, mirrors and prisms to meet optical and other scientific requirements is carried on with electric heat in a way that cannot be aproached by fuel heat. An extreme case is cited in the annealing of a seventy-inch diameter by eleven-inch thick telescope mirror. This operation required nine months all under control to follow with precision the predetermine curve.

Lehrs for decorating glassware are essentially the same as for annealing, except that primary zones carry a temperature of 1200 degrees Fahrenheit, and the temperature control requirements are even more rigid than for annealing since partial fushion is often involved.

REGISTRATIONS DROP 731,178 UNITS DURING 1931 IN UNITED STATES

New York, July 25.—Motor vehicle production by American manufacturers in 1931 failed to meet replacement requirements for the year by 731,178 units, according to "Facts and Figures of the Automobile Industry," just published by the National Automobile Chamber of Commerce. It was the first time in the history of the industry that the number of cars and trucks registered for operation in the United States was less than the number for the preceding year.

American car manufacturers produced 2,472,359 units during the year with a total wholesale valuation of $1,426,656,000. Of these 2,038,183 were passenger cars, and 434,176 were commercial vehicles. In 1931 the motor vehicle output was 29.6 per cent. under production for the year before, which in turn was 37½ per cent. under the number of vehicles manufactured in the peak year of 1929.

Parts accessories and tires consumed in the replacement market raised the total wholesale value of the industry's output to $2,159,425,000.

Car ownership in the United States, as reflected by registration records, showed 22,347,800 passenger cars and 3,466,303 trucks, or a total of 25,814,103 vehicles in service during the year.

The chamber statistics show that approximately 2,148,000 vehicles were sold in the United States during the year, the balance of 324,178 cars and trucks having been absorbed in the Canadian and export markets.

Numerically, New York led all other states in the ownership of motor vehicles with 2,297,000 registered by its citizens.

However, California retained the distinction of having the most cars and trucks in proportion to population with 100 vehicles for every 278 of its inhabitants.

A 10.8 per cent. gain in registration for the year made the District of Columbia a close second to California with an ownership of 100 vehicles for every 280 inhabitants. The ratio of car ownership to population for the entire country was 100 cars for every 475 persons.

Only ten states and the District reported increases in vehicle ownership for the year, with New Jersey heading the list with an increased registration of 17,000 units. All other states showed decreases, with the mortality highest in Michigan, where registration dropped off nearly 100,000 units. Michigan had experienced a reduction of more than 66,000 cars and trucks in registration the preceding year.

Despite the general reduction in registration commercial vehicle ownership suffered only a slight loss—less than 20,000 units—while passenger car registrations counted for the larger portion of the decline, with a drop of approximately 711,000 units.

During the year American car buyers continued to express increasing preference for closed cars, as is reflected by the fact that 929 out of every 1,000 cars made were of this type. The rapidity with which closed cars have gained popularity is revealed by the fact that as late as 1919 only 103 of every 1,000 cars manufactured were of the closed varieties. The four-door sedan type of car was the most popular model, accounting for 38½ per cent. of the industry's total production.

SUIT FOR $1,000,000 FILED AGAINST FORD

Detroit, July 25. — Notice of a damage suit for $1,000,000 against the Ford Motor Company, Henry Ford, Harry Bennett, head of the Ford service department, and Ernest G. Leibold, Ford's secretary, has been filed in the Wayne County Circuit Court by Larry S. Davidow. Mr. Davidow charges that the company interfered in the contractual relationship between the Davidow law firm and the Fordson Board of Education.

H. T. DUNN RESIGNS AS FISK TIRE HEAD

Springfield, Mass., July 25.—Harry T. Dunn, for almost thirty years president of the Fisk Rubber Company of Chicopee Falls until its entrance into receivership eighteen months ago, and since then a sales representative, has resigned.

Mr. Dunn's retirement has come at a time when the possibility of reorganization of the Fisk Company appears much brighter.

When the Fisk Company was taken over by receiver in January, 1930, the office of president was abolished and Mr. Dunn had continued in the sales department. He is reputed to have been one of the highest paid men in the entire rubber industry, at one time drawing a salary of $100,000 a year.

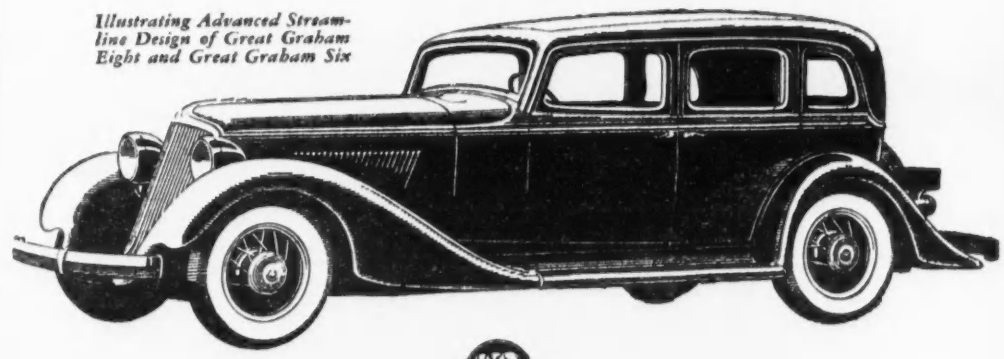
GRAHAM

REDUCES PRICES

Up to $200

(EFFECTIVE JULY 25, 1932)

Illustrating Advanced Streamline Design of Great Graham Eight and Great Graham Six



Great Graham Eight. Now you can buy the 90 Horsepower Great Graham Eight with its acknowledged advanced style, super performance, and exclusive SAFETY features at SAVINGS UP TO $200—Sedan **$975** at factory.

Great Graham Six. You can also buy the big, 80 Horsepower Graham Six, Companion to the Great Graham Eight—Identical in beauty of lines, riding and driving ease—with the same exclusive Graham banjo frame and wide outboard springs—unmatched SAFETY—Sedan **$875** at factory.

Graham Six. And you can now buy the 70 Horsepower, substantially built, brilliantly performing Graham Six at the very lowest price in all of Graham history—Sedan **$680** at factory.

A ride's a revelation. We promise you the most delightful and satisfying motor car performance in your entire experience.

New Graham Prices Begin At **$680** f.o.b. Factory

GRAHAM-PAIGE MOTORS CORPORATION
DETROIT

(388-B)

Hudson proudly presents the ESSEX TERRAPLANE

LISTS FROM
$425
F.O.B. DETROIT

Back of the ESSEX TERRAPLANE *is not only more than 200,000 miles of road-testing, but the experience and capacity of Hudson, one of the oldest and most progressive manufacturers in the automobile industry—a company which for nearly a quarter-century has been distinguished by advanced engineering, sound manufacturing and dependable value in all its products*

Another Hudson "First"... the

ESSEX TERRAPLANE

A New *Kind* of Automobile
A New *Type* of Performance

Now in the volume automotive market at a price right down among and UNDER the former most popular Three in the field

A New Great Value in The Hudson-Essex Franchise

The coming of the ESSEX TERRAPLANE means the opening of many new retail outlets. Every automobile merchant* whose territory may be open, or whose line does not include a superlative lowest-price car, should investigate this opportunity at once. Wire to Chester G. Abbott, General Sales Manager, Hudson Motor Car Company, Detroit, Michigan

*** Excellent openings for successful, experienced salesmen, too**

ESSEX
TERRAPLANE

Six Cylinders • 70 Horsepower • Pneumounted Power
Unit Body-and-Chassis Construction
Eleven Beautiful Models

© 1932, Hudson Motor Car Company

HUDSON COUNTY TRUCK FLEET OPERATORS CUT DOWN ACCIDENT RATIO

Jersey City, N. J., July 25.—Hudson County commercial operators are sticking to the job of bringing down the accident curve in the county and thereby giving a practical demonstration of what safe driving really means.

The accident ratio of 1,260 operators for June—16.66 accidents for each 100,000 vehicle hours operated—just released by Hudson County Safety Council, is the third best record established by local commercial drivers in two years and ten months of competition. The low accident record for local drivers was 14.74 in July, 1929, with 16.16 in April, 1931, as second best.

Thirty fleets, employing 170 drivers, have now operated for more than six months without an accident, the Corn Products Refining Co. and L. O. Koven and Brother fleets being outstanding with a record of two years and ten months without an accident of any kind. This is a remarkable record when one remembers that the slightest accident must be reported, regardless of what property was damaged or who was hurt. For June the best record was made by the drivers in the contracting and building supply group who operated 10,764 vehicle hours without accident.

JUNE BUILDING PERMITS SHOW DROP FROM MAY

New York, July 25.—Reports of building permits from 556 cities and towns in the United States to S. W. Straus & Co. show a total for June, 1932, of $38,151,019. This is a 12 per cent. decline from the May, 1932, figure of $43,347,359 (as compared with a normal seasonal expected increase of 6.1 per cent) and is a 67 per cent. decline from June, 1931.

The twenty-five leading cities as a group showed an increase of 16.8 per cent. over May, 1932, and a decline of 62 per cent. from June, 1931. New York lead all cities with a volume of $5,661,145, and New York state led all states at $8,091,383.

BAKING TRUCKS FIGHT RICHMOND ORDINANCE

Richmond, Va., July 25.—Major R. T. Barton, attorney for the General Baking Company, Norfolk, has filed a brief holding that a city ordinance levying $100 on each delivery truck operated in the city of Richmond by a non-resident baking concern that does not maintain a plant within the city limits violates both the Constitution of Virginia and sections of the Constitution of the United States.

The appeal has been set for hearing before Judge W. A. Moncure of Chancery Court on July 26.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—8-cyl. 127 W. B.
8-100 Standard Models

Business Coupe	675	5 Phaeton Sedan	845
5 2-dr. Brougham	725	Speedster	845
4 Full Sedan	775	7 Sedan (136	
Cus. Type Cabri.	795	W. B.)	875

AUBURN—8-cyl. 127 W. B.
Custom 8-100 Dual Ratio Models

Business Coupe	803	5 Phaeton Sedan	975
5 2-dr. Brougham	855	Speedster	975
4 Full Sedan	905	7 Sedan (136	
Cus. Type Cabri.	925	W. B.)	1,005

AUBURN—12-cyl. 133 W. B.
12-160 Standard Models

Business Coupe	975	Cus. Type Cabri.	1,095
5 2-dr. Brough.	1,025	5 Phaeton Sedan	1,145
4 Full Sedan	1,075	Speedster	1,145

AUBURN—12-cyl. 133 W. B.
Custom 12-160 Dual Ratio Models

Business Coupe	1,105	Cus. Type Cabri.	1,225
5 2-dr. Brough.	1,155	5 Phaeton Sedan	1,275
4 Full Sedan	1,205	Speedster	1,275

AUSTIN—4-cyl. 75 W. B.

Business Coupe	330	Runabout	295
4 Sedan	395	Standard Coupe	395

BUICK—8 cyl. 114 W. B.
Models 32-50

2 Business Coupe	935	4 Con. Cp. Rdst.	1,080
5 Sedan	995	5 Spec. Sedan	1,080
4 Spec. Coupe	1,040	5 Con. Phaeton	1,090
5 Vic. Coupe	1,060	5 Spt. Phaeton	1,155

BUICK—8-cyl. 118 W. B.
Models 32-60

2 Bus. Coupe	1,250	5 Sedan	1,310
4 Spec. Coupe	1,290	5 Con. Phaeton	1,310
4 Con. Cp. Rdst.	1,310	5 Spt. Phaeton	1,390

BUICK—8-cyl. 126 W. B.
Models 32-80

5 Vic. Trav. Cp.	1,540	5 Sedan	1,570

BUICK—8-cyl. 134 W. B.
Models 32-90

7 Spt. Phaeton	1,675	5 Club Sedan	1,820
4 C'try Club Cp.	1,740	5 Con. Phaeton	1,830
5 Vic. Coupe	1,785	7 Sedan	1,955
4 Con. Cp. Rdst.	1,805	7 Limousine	2,055
5 Sedan	1,805		

CADILLAC—V-8, Series 355 B. 134 W. B.
Fisher Bodies

2 Coupe	2,795	2 Roadster	2,895
5 Stan. Sedan	2,895	2 Con. Coupe	2,945

CADILLAC—V-8, Series 355 B. 140 W. B.
Fisher Bodies

5 Coupe	2,995	7 Sedan	3,145
5 Stan. Phaeton	2,995	5 Spt. Phaeton	3,245
5 Spec. Sedan	3,045	7 Imperial	3,295
5 Town Sedan	3,095	5 A. W. Phaeton	3,495
5 Spec. Phaeton	3,095		

CADILLAC—V-8, Series 355 B. 140 W. B.
Fleetwood Bodies

5 Sedan	3,395	5 Town Cabriol.	4,095
5 Town Coupe	3,395	7 Town Cabriol.	4,245
7 Sedan	3,545	7 Lim. Brough.	4,245
7 Limousine	3,745		

CADILLAC—V-12. Series 370 B. 134 W. B.
Fisher Bodies

2 Coupe	3,495	2 Roadster	3,595
5 Stan. Sedan	3,595	2 Con. Coupe	3,645

CADILLAC—V-12. Series 370 B. 140 W. B.
Fisher Bodies

5 Coupe	3,695	7 Sedan	3,845
5 Stan. Phaeton	3,695	5 Spt. Phaeton	3,945
5 Spec. Sedan	3,745	7 Imperial	3,995
5 Town Sedan	3,795	5 A. W. Phaeton	4,195
5 Spec. Phaeton	3,795		

CADILLAC—V-12. Series 370 B. 140 W. B.
Fleetwood Bodies

5 Sedan	4,095	5 Town Cabriol.	4,795
5 Town Coupe	4,095	7 Town Cabriol.	4,945
7 Sedan	4,245	7 Lim. Brough.	4,945
7 Limousine	4,445		

CADILLAC—V-16. Series 452 B. 143 W. B.
Fisher Bodies

2 Coupe	4,495	2 Roadster	4,595
5 Stan. Sedan	4,595	2 Con. Coupe	4,645

CADILLAC—V-16. Series 452 B. 143 W. B.
Fisher Bodies

5 Stan. Phaeton	4,695	5 Spt. Phaeton	4,945
5 Spec. Phaeton	4,795	5 A. W. Phaeton	5,195

CADILLAC—V-16. Series 452 B. 149 W. B.
Fleetwood Bodies

5 Sedan	5,095	5 Town Cabriol	5,795
5 Town Coupe	5,095	7 Town Cabriol	5,945
7 Sedan	5,245	7 Lim. Brough.	5,945
7 Limousine	5,445		

CHEVROLET—6-cyl. 109 W. B.

Roadster	445	De Luxe Coach	515
Sport Roadster	485	Sport Coupe	535
Standard Coupe	490	5 Coupe	575
Coupe (5 win.)	490	Sedan	590
Phaeton	495	Cabriolet	595
Coach	495	Special Sedan	615
De Luxe Coupe	510	Landau Phaeton	625

CHRYSLER—6-cyl. 116 W. B.

2 Business Coupe (5 wire or wood wheels)	865	5 Sedan (5 wire or wood wheels)	895
2-4 Roadster (R.S.) (5 wire or wood wheels)	885	5 Phaeton (5 wire wheels)	915
2-4 Coupe R.S.) (5 wire or wood wheels)	885	2-4 Con. Coupe (R.S.) (5 wire or wood wheels)	935
		5 Con. Sedan (6 wire or wood wheels)	1,125

CHRYSLER—8-cyl. 125 W. B.

2-4 Coupe (R.S.) (5 wire or wood wheels)	1,435	2-4 Con. Coupe (R.S.) (5 wire or wood wheels)	1,495
5 Coupe (5 wire or wood wheels)	1,475	5 Con. Sedan (6 wire or wood wheels)	1,695
5 Sedan (5 wire or wood wheels)	1,475		

CHRYSLER IMPERIAL—8-cyl. 135 W. B.

2-4 Coupe (R.S.) (5 wire or wood wheels)	1,925	5 Con. Sedan (6 wire or wood wheels)	2,195
5 Sedan (5 wire or wood wheels)	1,945		

CHRYSLER IMPERIAL—8-cyl. 146 W. B.
Custom Models

5 Cl. Cpld. Sedan (6 wire or wood wheels)	2,895	7 Sedan Limousine (6 wire or wood wheels)	3,295
7 Sedan (6 wire or wood wheels)	2,995	5 Phaeton (6 wire or wood wheels)	3,395
2-4 Con. Coupe Roadster (6 wire or wood wheels)	3,295	5 Con. Sedan (6 wire or wood wheels)	3,595

CORD—8-cyl. 137½ W. B.

Sedan	2,395	Cabriolet	2,495
Brougham	2,395	Phaeton Sedan	2,595

DE SOTO—6-cyl. 113 W. B.
Standard Models

2 Bus. Roadster	675	4 Coupe (R. S.)	735
2 Bus. Coupe	695	5 Sedan	775
5 Brougham	695	5 Phaeton	775

DE SOTO—6-cyl. 113 W. B.
Custom Models

4 Roadster	775	2-4 Con. Coupe	845
Custom Coupe	790	5 Con Sedan	975
5 Sedan	835		

DE VAUX—6-cyl. 114 W. B.

2 Coupe	725	Custom Coupe (R. S.)	845
Standard Coupe (R. S.)	775	Custom Sedan	845
Standard Sedan	775	Con. Cus. Coupe	895

DODGE—6-cyl. 114¼ W. B.
D. L. Models

2 Business Coupe (5 wire or wood wheels, R. M.)	795	5 Sedan (5 wire wheels, 1 F. W.)	859.50
2 Business Coupe (5 wire or wood wheels, 1 F. W.)	809.50	2-4 Coupe (R.S.) 6 wire or wood wheels, 2 F.W.)	868
2 Business Coupe (6 wire wheels, 2 F. W.)	825	5 Sedan (6 Dem. wood wheels, 2 F. W.)	875
2-4 Coupe (R.S.) 5 wire or wood wheels, R. M.)	835	5 Sedan (6 wire wheels, 2 F.W.)	875
5 Sedan (5 Dem. wood wheels, R. M.)	845	5 Sedan 5 disc wheels, R. M.)	885
5 Sedan (5 wire wheels, R.M.)	845	2-4 Con. Coupe (5 wire or wood wheels, R. M.)	895
		2-4 Con. Coupe (6 wire or wood wheels, 2 F.W.)	925

DODGE—8-cyl. 122 W. B.
D. K. Models

2-4 Coupe R.S.) (5 wood or wire wheels, R.M.)	1,115	5 Sedan (6 wire wheels, 2 F.W.)	1,180
5 Sedan (5 Dem. wood wheels, R. M.)	1,145	5 Coupe (6 wire or wood wheels, 2 F. W.)	1,180
5 Sedan (5wire wheels, R.M.)	1,145	2-4 Con. Coupe (6 wire or wood wheels, 2 F. W.)	1,220
5 Coupe (5 wire wheels, R.M.)	1,145	5 Con. Sedan (5 wire wheels, R. M.)	1,395
2-4 Coupe (R.S.) (6 wire or wood wheels, 2 F. W.)	1,150	5 Con Sedan (6 wire wheels, 2 F. W.)	1,430
5 Sedan 6 Dem. wood wheels, 2 F. W.)	1,180		

ESSEX—6-cyl. 106 W. B.
Terraplane

Roadster	425	Sport Roadster	525
Coupe	470	Sedan	550
Coach	475	Coupe (R. S.)	550
Sport Coupe	510	De Luxe Sedan	590
De Luxe Coupe	510	Cabriolet	610
De Luxe Coach	515		

ESSEX—6-cyl. 113 W. B.
Standard Series

2 Business Coupe	660	5 2-dr. Sedan (3 windows)	735
5 Coach	665		
4 Coupe	705		

ESSEX—6-cyl. 113 W. B.

Business Coupe	695	Standard Sedan	775
Coach	705	Special Coupe	795
Town Sedan	745	Special Sedan	845
4 Coupe	745	Con. Coupe	845

FORD—V-8. 106 W. B.

Roadster	460	De Luxe Coupe	575
Coupe	490	Fordor Sedan	590
Phaeton	495	Victoria	600
Tudor Sedan	500	Cabriolet	610
De L. Roadster	500	De Luxe Fordor Sedan	645
Sport Coupe	535	Con. Sedan	650
De L. Phaeton	545		
De Luxe Tudor Sedan	550		

FORD—4-cyl. 106 W. B.

Roadster	410	De Luxe Coupe	525
Coupe	440	Fordor Sedan	540
Phaeton	445	Victoria	550
Tudor Sedan	450	Cabriolet	560
De L. Roadster	450	De Luxe Fordor Sedan	595
Sport Coupe	485	Con. Sedan	600
De L. Phaeton	495		
De Luxe Tudor Sedan	500		

FRANKLIN—6-cyl. 132 W. B.
Supercharged Airman

5 Sedan	2,345	Vic. Brougham	2,445
Coupe	2,345	7 Sedan	2,545
Con. Coupe	2,390	Speedster (5 wire wheels)	2,545
Club Brougham	2,395	Limousine	2,695
Oxford Sedan	2,395		

FRANKLIN—12-cyl. 144 W. B.

5 Sedan	3,885	7 Sedan	3,985
Club Brougham	3,885	7 Limousine	4,185

GRAHAM—6-cyl. 113 W. B.

Town Sedan	680	Con. Sedan	710

GRAHAM—6 cyl. (1933) 118 W. B.

2 Coupe	825	4 Coupe (R.S.)	875
5 Sedan	875	4 Con. Coupe (R. S.)	895

GRAHAM—8-cyl. 123 W. B.
Standard

2 Coupe	925	4 Coupe (R.S.)	975
5 Sedan	975		

GRAHAM—8-cyl. 123 W. B.
De Luxe

2 Coupe	1,000	4 Coupe (R.S.)	1,050
5 Sedan	1,050	4 Con. Coupe	1,070

HUDSON—8-cyl. 119 W. B.
Standard Series

Business Coupe	995	Standard Sedan	1,095
Coach	1,025	Special Coupe	1,115
4 Coupe	1,045	Con. Coupe	1195
Town Sedan	1,050		

HUDSON—8-cyl. 126 W. B.
Sterling Series

Sur. Sedan	1,275	Special Sedan	1,295

HUDSON—8-cyl. 132 W. B.
Major Series

Touring Sedan	1,445	Club Sedan	1,495
Brougham	1,495	7 Sedan	1,595

HUPMOBILE—216. 6-cyl. 116 W. B.

5 Phaeton	795	Com. Coupe	895
4 Roadster	795	5 Sedan	895
4 Con. Cabriolet	895		

HUPMOBILE—222. 8-cyl. 122 W. B.

2 Coupe (R.S.)	1,295	5 Victoria	1,360
5 Sedan	1,295	5 Cab. Roadster	1,395

HUPMOBILE—226. 8-cyl. 126 W. B.

2 Coupe (R.S.)	1,595	5 Victoria	1,660
5 Sedan	1,595	2 Cabriolet Road.	1,695

LA SALLE—V-8. Series 345 B. 130 W. B.
Fisher Bodies

2 Coupe	2,395	2 Con. Coupe	2,545
5 Sedan	2,495	5 Town Coupe	2,545

LA SALLE—V-8. Series 345 B. 136 W. B.
Fisher Bodies

5 Town Sedan	2,645	7 Imperial	2,795
7 Sedan	2,645		

LINCOLN—8-cyl. 136 W. B.
Standard Models

2 Roadster	2,900	2 Coupe	3,200
4 Phaeton	3,000	5 Victoria	3,200
Town Sedan (2 win.)	3,100	7 Sedan	3,300
5 Sedan	3,200	7 Limousine	3,350

LINCOLN—12-cyl. 145 W. B.
Standard Models

4 Spt. Phaeton	4,300	4 Spt. Phae. (Tonneau cowl)	4,500
7 Spt. Touring	4,300	5 Sedan	4,600
5 Coupe	4,400	7 Sedan	4,700
4 Town Sedan (2 or 3 win.)	4,500	7 Limousine	4,900

LINCOLN—12-cyl. 145 W. B.
Custom Models

2 Con. Road. (R.S.) Le Baron	4,600	5 Con. Sedan Dietrich	6,400
2 Coupe (Dietrich)	5,000	5 Spt. Berline, Dietrich	6,500
2 Coupe, Judkins	5,100	2 Spt. Roadster, Murphy	6,800
2 Coupe (R.S.) Dietrich	5,150	7 Brougham, Brunn	7,000
2 Coupe (R.S.) Judkins	5,350	Town Brougham, Willoughby	7,100
5 Berline, Judkins	5,700	5 Cabriolet (N. C. or S. C.) Brunn	7,200
7 Limousine, Willoughby	5,900	5 Town Cabriolet Le Baron	7,400
5 Con. Victoria, Waterhouse	5,900		

MARMON—8-125. 125 W. B.
Standard Models

5 Sedan (5 wire wheels)	1,395	2 Con. Coupe (5 wire wheels)	1,445
2 Coupe (R. S.) (5 wire wheels)	1,395		

MARMON—8-125. 125 W. B.
De Luxe Models

5 Sedan (6 wire wheels)	1,545	2 Con. Coupe (6 wire wheels)	1,595
2 Coupe (R.S.) (6 wire wheels)	1,545		

MARMON—16-Cyl. 145 W. B.

5 Sedan	5,700	2 Con. Coupe	5,850
2 Coupe (R. S.)	5,700	7 Sedan	5,900
5 2-dr. Coupe	5,800	5 Con. Sedan	5,950
5 Cl Cpl. Sedan	5,800	7 Limousine	6,100

NASH—6-cyl. 116. W. B.
Big Six Models

2 Coupe	777	5 4-dr. Sedan	840
5 4-dr. Town Sedan	823	5 2-dr. Con. Sedan	935
4 Coupe	825	4 Con. Roadster	895

NASH—8-cyl. 121 W. B.
Standard Eight Models

2 Coupe	965	5 4-dr. Sedan	1,015
5 4-dr. Town Sedan	975	4 Con. Roadster	1,055
4 Coupe	1,015	5 2-dr. Con. Sedan	1,095

NASH—8-cyl. 128 W. B.
Special Twin Ignition Eight Models

2 Coupe	1,270	5 4-dr. Sedan	1,320
4 Coupe	1,320	5 Victoria	1,395
4 Con. Road	1,395	5 4-dr. Con Sedan	1,475

NASH—8-cyl. 133 W. B.
Advanced Twin Ignition Eight Models

5 4-dr. Sedan	1,595	5 Victoria	1,785
4 Coupe	1,695	5 4 dr. Con. Sedan	1,875
4 Con. Roadster	1,795		

NASH—8-cyl. 142 W. B.
Ambassador Twin Ignition Eight Models

5 4-dr. Sedan	1,855	7 Limousine	2,055
5 4dr. Brough	1,855	7 Sedan	1,955

OLDSMOBILE—6-cyl. 116½ W. B.
F-32 Models

3 dr. Sedan	875	4 dr. Sedan	955
Bus Coupe	875	Con Roadster	955
Sport Coupe	925	Patrician Sedan	990

OLDSMOBILE—8-cyl. 116½ W. B.
L-32 Models

2 dr. Sedan	975	4 dr. Sedan	1,055
Bus. Coupe	975	Con. Roadster	1,055
Sport Coupe	1,025	Patrician Sedan	1,090

PACKARD—8-cyl. 127¾ W. B.
Light Eight

5 Sedan	1,893	2-4 Coupe Road.	1,940
5 Coupe Sedan	1,940	2-4 Coupe	1,940

PACKARD—8-cyl. 129½ W. B.
Standard Eight

5 Sedan			2,350

PACKARD—8-cyl. 136½ W. B.
(Standard Eight

7 Touring	2,700	5 Club Sedan	2,975
2-4 Coupe	2,795	7 Sedan	3,035
5 Phaeton	2,850	5 Spt. Phaeton	3,150
2-4 Coupe Road.	2,850	7 Sedan Limou.	3,185
5 Sedan	2,885	5 Con. Victoria	3,395
5 Coupe	2,945	5 Con. Sedan	3,450

PACKARD—8-cyl. 142½ W. B.
De Luxe Eight

2-4 Coupe	3,350	7 Touring	3,595
5 Sedan	3,445	5 Club Sedan	3,595
2-4 Coupe Road.	3,450	4 Spt. Phaeton	3,790
4 Phaeton	3,490	5 Con. Victoria	4,025
5 Coupe	3,550	5 Con. Sedan	4,095

PACKARD—8-cyl. 147½ W. B.
De Luxe Eight

7 Sedan	3,695	7 Sedan Limou.	3,895

PACKARD—Twin Six. 142½ W. B.

2-4 Coupe	4,150	5 Club Sedan	4,395
5 Sedan	4,245	7 Touring	4,395
2-4 Coupe Road.	4,250	4 Spt. Phaeton	4,590
4 Phaeton	4,290	5 Con. Victoria	4,325
5 Coupe	4,350	5 Con. Sedan	4,895

(Recent price changes in bold face)

PACKARD—Twin Six. 147½ W. B.

7 Sedan	4,495	7 Sedan Limou.	4,695

PACKARD—8-cyl. 142½-147½ W. B.
De Luxe Custom Models

Spt. Phaeton (Dietrich)	5,700	Sedan Limou.	6,750
Stationary Coupe (Dietrich)	5,800	A. W. Brougham	6,750
Con. Roadster (Dietrich)	5,950	Sport Sedan	6,750
Con. Victoria (Dietrich)	6,050	Cabriolet Sedan Limousine	6,750
Con. Sedan (Dietrich)	6,150	A. W. Town Car	6,750
A. W. Sport Cabriolet	6,750	A. W. Cabriolet	6,750
		A. W. Town Car Landaulet	7,150
		A. W. Landaulet	7,150
		A. W. Sport Landaulet	7,150

PACKARD—Twin Six. 142½-147½ W. B.
Custom Models

Sport Phaeton (Dietrich)	6,500	Con. Sedan (Dietrich)	6,950
Stationary Coupe (Dietrich)	6,600	A. W. Town Car	7,550
Con. Roadster (Dietrich)	6,750	A. W. Cabriolet	7,550
Con. Victoria (Dietrich)	6,850	A. W. Town Car Landaulet	7,950
		A. W. Landaulet	7,950

PIERCE ARROW—54. 137 W. B.

5 Club Brougham	2,850	5 Club Sedan	3,150
5 Sedan	2,985	5 Tourer	3,150
4 Coupe	2,985	5 Club Berline	3,350
4 Con. Coupe Roadster	3,100	5 Spt. Phaeton	3,350
		5 Con. Sedan	3,450

PIERCE ARROW—53. 142 W. B.

7 Sedan	3,985	7 En. Dr. Limousine	4,250
7 Tourer	4,250		

PIERCE ARROW—52. 142 W. B.

5 Sedan	4,295	5 Club Berline	4,600
5 Club Sedan	4,400		

PIERCE ARROW—52. 147 W. B.

7 Sedan	4,535	7 En. Dr. Limousine	4,800

PIERCE ARROW—51. 147 W. B.
Custom Models

Con. Victoria (Le Baron)	5,200	En. Dr. Limousine (Le Baron)	6,200
Coupe (Le Baron) (metal back)	5,300	Town Brougham (Brunn)	6,700
Coupe (Le Baron) (leather back)	5,600	Town Car (Brunn)	6,700
Club Sedan (Le Baron)	5,700	Town Cabriolet (Brunn)	7,200
Con. Sedan (Le Baron)	5,700	En. Dr. Lim. Brougham (Brunn)	7,200
Con. Sedan (Le Baron)	6,100		

PLYMOUTH—4-cyl. 112 W. B.

Bus. Roadster	495	4-dr. 3 win. Sedan	635
Bus. Coupe	565	Con. Coupe	645
Spt. Roadster (R. S.)	595	7 Sedan (121-in. W. B.)	725
Spt. Phaeton	595	Con. Sedan	785
Coupe (R. S.)	610		

PLYMOUTH—4-cyl. *170 O. A.
Thrift Models

2-dr. Sedan	495	5 4-dr. Sedan	575

PONTIAC—6-cyl. 114 W. B.

2 Stan. Coupe	635	5 4-dr. Sedan	725
5 2-dr. Sedan	645	2 Con. Coupe	765
4 Coupe (R.S.)	715	5 Custom Sedan	795

PONTIAC—V-8. 117 W. B.

2 Stan. Coupe	845	Con. Coupe	945
2 Dr. Sedan	845	4 Dr. Sedan	945
4 Coupe (R.S.)	925	Custom Sedan	1,025

REO—MODEL S—117 W. B.
Flying Cloud

5 Stan. Sedan	995	Stan. Convertible Coupe	1,045
Coupe	995		

REO—S-25. 8-cyl. 125 W. B.

Coupe	1,565	Sedan	1,565
Victoria	1,565		

REO ROYALE—8-cyl. 131 W. B.

Sedan Victoria	1,785	Coupe	1,785

REO ROYALE—8-cyl. 135 W. B.
Custom Models

Sedan	2,445	Con. Coupe	2,445
Coupe	2,445		

ROCKNE—6-65. 6-cyl. 110 W. B.
Standard Models

2 Coupe	585	5 Sedan	635
Coach	595	Conv. Roadster	675
4 Coupe	620	Conv. Sedan	695

ROCKNE—6-65. 6-cyl. 110 W. B.
De Luxe Models

2 Coupe	630	5 Sedan	680
Coach	640	Conv. Roadster	720
4 Coupe	665	Conv. Sedan	740

ROCKNE—6-75. 6-cyl. 114 W. B.
Standard Models

2 Coupe	685	Conv. Roadster	775
4 Coupe	720	Conv. Sedan	795
5 Sedan	735		

ROCKNE—6-75. 6-cyl. 114 W. B.
De Luxe Models

2 Coupe	730	Conv. Roadster	820
4 Coupe	765	Conv. Sedan	840
5 Sedan	780		

STUDEBAKER—6-cyl. 117 W. B.

2 Coupe	840	4 Regal Coupe	995
4 Coupe	890	5 Regal St. Regis Brougham	1,020
5 St. Regis Brougham	915	5 Regal Sedan	1,020
5 Sedan	915	4 Regal Con. Roadster	1,020
4 Con. Roadster	915	5 Regal Con. Sedan	1,090
2 Regal Coupe	945		
5 Con. Sedan	985		

STUDEBAKER—8-cyl. 117 W. B.
Dictator Models

2 Coupe	980	4 Regal Coupe	1,135
4 Coupe	1,030	5 Regal St. Regis Brougham	1,185
5 St. Regis Brougham	1,050	5 Regal Sedan	1,155
5 Sedan	1,050	4 Regal Con. Roadster	1,185
4 Con. Roadstr.	1,050	2 Regal Coupe	1,085
5 Con. Sedan	1,125	5 Regal Con. Sedan	1,230

STUDEBAKER—8-cyl. 125 W. B.
Commander Models

4 Coupe	1,350	5 Regal Sedan	1,550
4 Con. Roadstr	1,445	4 Regal Con. Roadster	1,550
5 Sedan	1,445	5 Con. Sedan	1,560
5 St. Regis Brougham	1,445	5 Regal Con. Sedan	1,665
2 Regal Coupe	1,455		
5 Regal St. Regis Brougham	1,550		

STUDEBAKER—8-cyl. 135 W. B.
President Models

4 Coupe	1,690	4 State Con. Roadster	1,855
5 St. Regis Brougham	1,750	5 Con. Sedan	1,880
5 Sedan	1,750	7 Sedan	1,890
4 Con. Roadstr.	1,750	5 State Con.	
4 State Coupe	1,795	Sedan	1,985
5 State St. Regis Brougham	1,855	7 Limousine	1,990
5 State Sedan	1,855	7 State Sedan	1,995
		7 State Limous	2,095

STUTZ—6 cyl. 127½ W. B.
LAA Series

5 Coupe	1,895	Club Sedan	1,895
5 Sedan	1,895	Cab. Coupe	2,185
2 Coupe	1,895		

STUTZ—8 cyl. 134½ W. B.
SV-16 Challenger Series

5 Coupe	2,395	Club Sedan	2,780
5 Sedan	2,680	Cab. Coupe	2,880
2 Coupe	2,680

Production -- Engineering

Cutting Costs in Fleet Operation

This is the seventh installment of a paper presented by E. C. Woods, superintendent of transport, San Francisco Division, Pacific Gas and Electric Co., at the recent section meeting of the S. A. E. in San Francisco.

Considerable thought has been given to fuel costs. Fuel represents about 15 to 25 per cent. of the running expense of motor vehicle equipment. If the supply and type of fuel is properly controlled, this large expense can be reduced materially. The demand for miles per gallon of fuel, for easy starting and for decreases of dilution all these factors mean savings in operation: therefore, some of the facts concerning this problem are presented.

There seems to be a request for some change in carburetion. First, a rich mixture for idling; second, a lean mixture for constant strength for level road operation; third, a mixture for all road operation, such as hill climbing. This study of motor truck fuel mileage involves considerably more than the mere acceptance of daily mileage and fuel consumption data. Fuel mileage accurately gaged should be all inclusive. It should include a study of loading and unloading time, embodying all idle time when the truck is not in motion and where the engine is kept running. The engine of a heavy duty truck consumes from one-half to even more than a gallon of fuel per hour when idling, and, on short hauls, when the idling time is great, gasoline consumption is all out of proportion to what might be considered normal. It is therefore necessary to know the exact operating conditions surrounding any installation, and not to make a comparison with trucks on other routes and doing different classes of work. Wasted gasoline and wear and tear on engines, caused by idling on account of traffic delays make up a considerable portion of this cost; man hours of labor are lost also, due to density of traffic and traffic congestion.

Few fleet operators employ men who have specialized in carburetion. The work of adjusting carburetors has been, and in most cases, is still being performed by men who are not particularly trained in the principles of carburetion.

The proper carburetion of fuels used to propel automotive equipment will produce two important results—namely, more miles per gallon and better power developed. All are undoubtedly aware of the fact that the automobile engine cannot be operated with the carburetor adjusted so as to cause the complete combustion of the fuel used and at the same time obtain the maximum of power. Even if such adjustment were possible under a given condition, the fact that the operating temperatures vary so much would make it impractical.

Because it is less difficult to operate a motor vehicle with a rich fuel mixture than with a lean mixture, the average automotive vehicle is being operated with a carbureter adjustment which is far from being efficient. In some cases not more than 50 per cent. of complete combustion is effected. The factor which we have to consider is the average number of miles per gallon of fuel used.

In practically all cases we find that little or no effort is being made on the part of the organizations to determine the properties of the fuel or to determine results obtained during its use. One company, which has probably gone into the matter as thoroughly as any other, has practiced the control of carburetion adjustment by carbon-dioxide analyses to some extent for some time, and, while those persons actually in charge of the adjustments are not familiar with the complete analyses of exhaust gases or with the analysis of gasoline, they have been able to carry on successfully carburetor adjustments after analysis of exhaust gases. The company laboratory in this case had determined the amount of carbon dioxide which will be the result of proper air-fuel ratio, considering the particular grade of fuel they are using, and also that maximum power is desired, rather than maximum efficiency. A simple carbon-dioxide indicator was used, and it was found that by using this method to determine the proper carburetor adjustment the carburetor could be adjusted much more rapidly and efficiently than before. All guesswork is eliminated, consequently efficient and economical operation results.

While original carburetors on the equipment give fair results under normal conditions, it was very difficult to keep the vehicle operators and the mechanics from tampering with the carburetor adjustment from time to time. This applied to carburetors which had external adjustments. By installing carburetors which are adjusted by changing the jets, this difficulty is overcome. It was also found that the proper adjustment of carburetors was much easier when jets of standard sizes were used. This made the operation very simple as well as semi-permanent.

Another condition which is affected by carburetors is that of crankcase dilution and, because of its direct relation to carburetion, we feel justified in commenting on it in this connection.

Crankcase dilution is the result of incomplete vaporization of the fuel. Excessive crankcase dilution is undoubtedly brought about chiefly by choking or priming of the engine, and by using a rich mixture excessively. This difficulty is materially improved by the concern using the carbon-dioxide method as the controlling factor of carburetor adjustment.

LUBRICATION

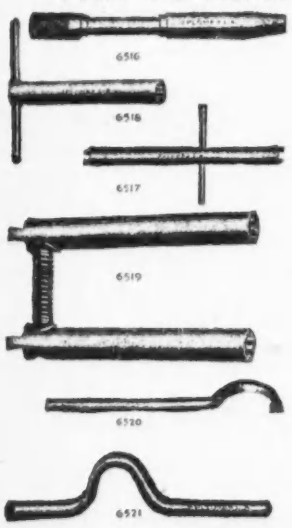
Hardly any subject has received as much discussion among fleet operators and engineers as has the correct method of lubrication of vehicles. According to the data submitted, the general opinion is that the failures are due to inadequate inspection and to inadequate or improper lubrication. It, therefore, seems important to all concerned with maintenance that inspection for lubrication and lubrication itself be given due thought and carried out properly.

We find that some fleet operators are inclined to practice the use of oils entirely too heavy for the engines, and the use of a single grade or body of oil for the engines of an entire fleet of vehicles which are of various makes and models. These engines are widely different in design and perform varied services.

The thought behind this action of using one grade or body of oil for all vehicles may be an effort toward standardization or toward the convenience or dispensing it, and would largely eliminate the training of men in scientific lubrication. But, as the engine size and design differ widely, as do also the systems incorporated for the distribution of the lubricant within the engine, some engines are worked harder than others and, incidentally, all engines require oils of a body suited for their design and the work they perform. In many cases too heavy an oil is used, with the apparent thought of reducing oil consumption. Starvation, excessive carbon formation, hard starting and the proper distribution of a sufficient quantity of oil to the respective bearing surfaces are not considered sufficiently.

(Continued on Page 10)

SPECIAL TOOLS FOR FORD V-8 SERVICE



The Plomb Tool Company, manufacturers of hand-forged automotive tools, are announcing a complete line of special tools for Ford V-8 service.

Following are brief descriptions of the most important items:

No. 6516—Wrist pin tool. Designed for making removal and insertion of smaller Ford V-8 wrist pins a simple, easy operation.

No. 6518—Oil pressure wrench. The socket of this tool fits lock nut on Ford V-8 oil pressure screw, which is turned by means of a screwdriver inserted through hollow body of tool.

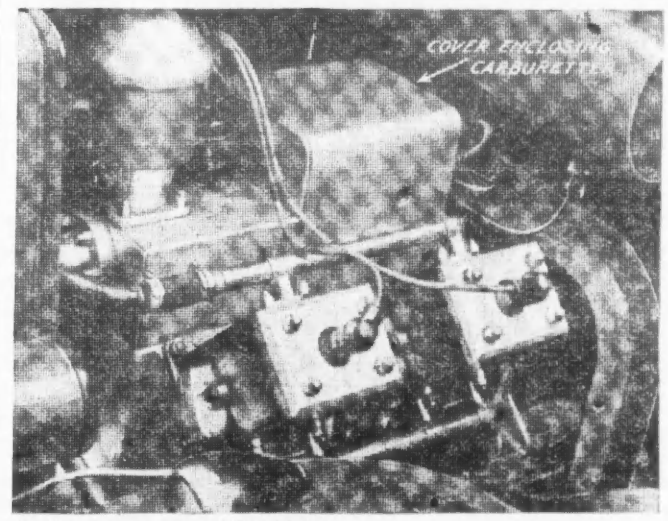
No. 6517—Carburetor and fuel pump wrench. Provides two sizes of end spanners, which are required for adjusting the Ford V-8 carburetor main jet and the fuel pump valve.

No. 6519—Main bearing holding sockets. As the Ford V-8 main bearing bolt heads are in deep recesses at top of motor a tool is required to hold bolts when bearings are adjusted or removed. This tool fits both bearing bolts, spring tension between the sockets causing them to lock in position and stay on even when motor is being worked upside down on a stand. Makes a one-man job of all bearing work.

No. 6520—Fan belt spanner. Fits the spanner nut on Ford V-8, which raises and lowers generator and adjusts fan belt.

No. 6521—Valve guide punch. Removes the smaller size Ford V-8 split valve guides quickly and easily.

A Two-Stroke Engine Of Scotch Design



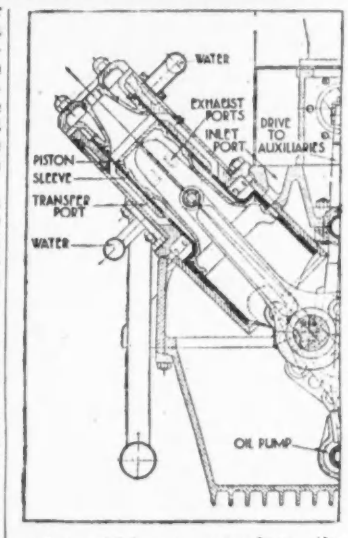
In the current issue of The Motor there is a very brief account of a two-stroke sleeve valve engine designed and built by a young Scotch engineer, J. W. Robertson. The design is interesting and from The Motor's account practical at least as far as operation goes in a single chassis. We quote from the British magazine's description:

After various preliminary tests Mr. Robertson acquired an old 9 h. p. chassis into which he installed his engine, together with a Moss three-speed gearbox. This car has now covered several thousand miles on the road, and we were recently afforded an opportunity of trying it.

Unlike the majority of two-stroke engines, the power unit pulls very evenly at low speeds, it being possible to drive the car at walking pace on the top-gear ratio of 4.2 to 1. With a bore and stroke of 66 mm. and 71.4 mm., respectively, the engine has a capacity of 976 c. c. and an R. A. C. rating of 10.8 h. p.; the complete car weighs 14½ cwt.

The two-stroke principle naturally gives a firing impulse from each cylinder in every crankshaft revolution, so that a four-cylinder V engine of this type runs with the smoothness and even torque normally obtained with eight cylinders.

The secret of the even slow running is found in the fact that instead of employing simple piston-controlled ports, the inventor uses a sleeve valve between each piston and its cylinder bore. As will be seen from the half-section of the



engine which we reproduce, the piston is stepped and the sleeve is shaped to correspond. The eccentrics by which the sleeve is driven lag behind the main working crank in such a way that mixture is induced into the annular space between the enlarged parts of the sleeve and piston and is subsequently transferred (under pressure) to the cylinder space above the piston. As the charge is not transferred until the exhaust ports are closed by the piston there is no risk of wastage.

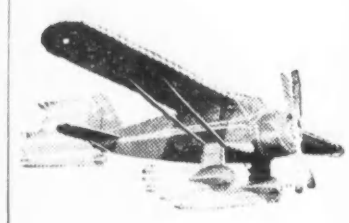
NEW HEAVY DUTY EMERGENCY CHAINS

The International Chain and Manufacturing Company is just placing on the market a new single and double emergency chain under the trade name Campbell. These units are described as embodying heavy cross chains, case hardened and brass plated, attached to a heavy metal band of steel, which fits snugly around the rim of the wheel between the spokes. They are said to be easily adjusted with self-locking lever hook. The rim saddle is rubber covered to protect the paint on the wheel.

TOLEDO PUMP CATALOG

A new catalogue describing Toledo water pump parts has been issued by the Toledo Steel Products Company. This catalogue contains complete specifications and prices of all Toledo water pump parts.

You Can Fly A STINSON and use it to increase business



Learning to fly is as easy as learning to drive a car; in fact easier in a Stinson, due to the extraordinary sturdiness, stability and simple maneuverability of the Stinson plane.

Once you own this clean, quick, comfortable means of transportation, you will use it continually—

To save time in contacting your own dealer organization.

To increase the number of prospective dealer calls.

To invite your owners and prospects in various towns to fly.

As a means of getting additional publicity.

AN ECONOMICAL SALES AID

Experience proves that a plane costs no more to operate than a fine car with a chauffeur. It gets you everywhere, much faster. After you learn to fly, the expense of a pilot can be eliminated, if you wish.

Write for further details

about the Stinson Cabin Plane, the Aircraft Standard of the World; and the story of how others are using planes to sell automobiles.

STINSON AIRCRAFT CORPORATION
WAYNE, MICHIGAN

STINSON
The Aircraft Standard of the World

Cutting Costs in Fleet Operation

(Continued from Page 9)

As oils offer resistance to motion, incidentally, oils that are too heavy for a given unit offer excessive fluid friction which will register in the form of increased fuel consumption.

It is interesting to note the development in the experimental field in determing after how many miles or after how many hours in service an oil change is necessary. This test comprises twenty-four pieces of equipment. The mechanical history is recorded and the valves are given a test to determine the slippage in cubic feet per minute at a unit speed. The oils are given weekly fire, flash, viscosity, dilution and residue tests. With this method, the maximum life of the oil can be made use of and the lubricant can be changed before a failure arises.

Field notes were compiled on the failings of automobile lubrication. The following failings are not by any means all, but are the ones so frequenty met with that they should receive the consideration of all engineers whose designs are weak in these particulars; they are mentioned in order of their importance to the maintenance man.

(a) Engine Lubrication—First, dead ends in an oil circulating system collect grit, there should be no dead ends. Second, oil-grooving in many engines is still done without regard for the principles involved in producing oil films. Designers should give even more thought to the oil flow in the bearings, to the maintenance of an oil film through avoiding oil grooves in the high-pressure areas, and to the introduction of oil at low pressure points. As to the eliminatinon of pockets in the circulating system which collect grit; the worst offenders are large plugged holes in crank pins and dead-end camshaft bushings. There is room for considerable improvement in the design of oil grooving. The recovering or priming pick-up of oil pumps is too slow. More development is needed in the injecting type of lubricating system. The improvement needed is the complete removal of grit from the oil every time the oil goes through the pump and system.

(To be continued)

CUMULATIVE NEW PASSENGER CAR

Figures in this table are from R. L. Polk & Co. of Detroit, with the exception of Illinois, which are supplied by the Robinson Advertising Service, Springfield, Ill., and New York city, are included in the New York state total. Some of this data has been published previously, but it is given here complete for the convenience of

In this table 34 states and the District of Columbia

Returns for today: Alabama, Iowa,

States	AUBURN GROUP			CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP						
	Auburn	Cord	Totals	Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	Buick	Cadillac	Chevrolet	La Salle	Oldsmobile	Pontiac	Totals
Alabama	11		11	15	8	10	53	86	338		338	27	1	277	1		21	327
Arkansas	1		1	3	3	11	35	52	192	2	194	5		202	1	1	10	219
Connecticut	44		44	60	62	42	366	530	636	4	640	132	13	518	9	28	124	824
Delaware	3		3	14	13	4	40	71	186		186	22	3	140	1	3	33	202
Florida	6	1	7	36	13	24	179	252	631	2	633	44	4	463	3	8	57	579
Idaho	6		6	4	4	5	24	37	102		102	8	1	91		2	3	105
Illinois	217	1	218	174	199	175	1036	1584	2456	21	2477	220	40	1621	33	132	232	2278
Indiana	60	3	63	73	138	103	492	806	1088	5	1093	80	9	829	7	75	137	1137
Iowa	14	1	15	39	27	76	243	385	1203	7	1210	60	5	954	1	37	132	1189
Kansas	21	1	22	14	18	18	102	152	439	1	440	16	2	397		10	56	481
Louisiana	10		10	6	16	25	62	109	628	3	631	26	3	393	1	8	26	457
Maryland	63		63	52	67	47	233	399	942	1	943	74	4	993	5	16	78	1170
Michigan	69	1	70	131	312	130	916	1489	6344	17	6361	212	21	1937	20	118	262	2570
Minnesota	20		20	59	32	38	401	530	1491	6	1497	56	4	1113	6	62	126	1367
Missouri	165		165	65	94	107	509	775	1333	13	1346	141	10	1248	10	51	135	1595
Montana	1		1	4	3	7	32	46	116		116	7		123		5	23	158
Nebraska	11		11	12	8	20	95	135	590	2	592	38	1	432		15	58	544
New Hampshire	6		6	11	10	10	118	149	339	2	341	35	1	184		18	32	270
New Mexico				4	1	8	12	25	93		93	6		72		2	5	85
North Carolina	12		12	26	12	14	82	134	672	1	673	22	1	469	1	14	39	546
North Dakota				11	4	12	61	88	242		242	12		267		4	28	311
Ohio	226	3	229	178	283	188	1236	1885	3301	20	3321	257	31	2013	20	94	322	2737
Oklahoma	14		14	27	21	49	131	228	800	1	801	53	4	674	3	14	93	841
Oregon	4		4	23	32	20	89	164	365	1	366	46	9	255	2	18	19	349
Pennsylvania	209	1	210	427	371	350	2161	3309	4361	36	4397	485	47	3393	46	198	554	4723
Rhode Island	7		7	32	28	22	153	235	351		351	53	4	244	6	15	44	366
South Carolina	3	1	4	8	16	10	50	84	363		363	21		240	1	4	19	285
South Dakota				4	5	12	48	69	127		127	3	1	154		9	11	178
Utah	3		3	2	6	11	27	46	158		158	10		109	1	7	14	141
Vermont	6		6	9	8	10	50	77	241		241	37		184	1	3	30	255
Virginia	8		8	27	42	50	141	260	951	2	953	60	2	831	1	11	79	984
Washington	5		5	36	25	33	156	250	485	2	487	41	4	271	3	25	33	377
West Virginia	17		17	41	29	52	183	305	528	2	530	37		447	3	15	51	553
Wisconsin	52		52	67	61	69	412	609	1211	6	1217	118	14	919	6	38	132	122
Dist. of Columbia	77		77	27	31	40	138	236	691	8	699	67	13	519	3	21	80	703
Line Total	1371	13		1721	2002	1802	10066		33994	165		2531	252	22976	195	1081	3098	
Group Total			1384					15591			34159							30133
Alabama, 1931	12		12	23	11	33	23	90	495	1	496	40	4	671	2	2	29	748
Arkansas, 1931	1		1	22	6	23	14	65	174		174	12		305	1	4	17	339
Connecticut, 1931	89		89	133	104	137	43	417	842	6	848	237	36	973	22	93	238	1599
Delaware, 1931	5		5	20	3	6	6	35	162	1	163	47	4	200	2	16	35	304
Florida, 1931	46		46	94	18	51	45	208	1104	7	1111	100	2	1170	4	26	152	1454
Idaho, 1931	5	2	7	14	14	25	24	77	233	1	234	13		241		11	20	285
Illinois, 1931	261	21	282	416	191	368	145	1120	3429	33	3462	388	97	2979	68	561	659	4752
Indiana, 1931	126	5	131	130	142	147	84	503	1119	2	1121	151	20	1304	6	140	203	1824
Iowa, 1931	40	2	42	116	54	151	160	481	1298	6	1304	121	8	1990	11	149	272	2551
Kansas, 1931	7	2	9	24	19	43	23	109	546		546	50	5	831	2	31	94	1013
Louisiana, 1931	16	3	19	43	34	54	17	148	663	5	668	22	5	807	1	28	36	899
Maryland, 1931	54	1	55	80	42	40	55	217	915	7	922	118	15	1347	7	48	200	1735
Michigan, 1931	135	4	139	271	198	323	295	1087	3652	18	3670	376	67	3077	20	330	485	4355
Minnesota, 1931	54		54	112	47	85	155	399	923	3	926	97	6	1651	8	99	236	2097
Missouri, 1931	79	5	84	151	86	149	126	512	1669	11	1680	272	20	2398	13	139	334	3176
Montana, 1931	7		7	29	22	19	21	91	186		186	27	1	241	2	13	43	327
Nebraska, 1931	23	1	24	57	11	60	65	193	801	2	803	80	3	1024		43	96	1246
N. Hampshire, '31	10		10	34	13	19	40	106	377	3	380	48	5	413	5	46	75	592
New Mexico, 1931	1		1	8		10	3	21	81		81	22	1	88	1	3	4	119
No. Carolina, '31	19	1	20	88	16	61	36	201	935		935	77	2	832	4	35	64	1014
N. Dakota, 1931	5		5	19	1	22	32	74	271	1	272	26		349	1	10	44	430
Ohio, 1931	250	9	259	352	319	295	416	1382	3255	18	3273	381	74	3609	39	325	709	5137
Oklahoma, 1931	17	1	18	50	8	62	46	166	628	1	629	73	6	823	2	15	100	1019
Oregon, 1931	16	1	17	54	37	55	30	176	541	4	545	54	8	614	1	32	53	762
Pennsylvania, 1931	437	7	444	877	394	602	403	2276	4059	33	4092	886	103	5536	73	499	906	8003
Rhode Isle., 1931	37	1	38	79	79	52	19	229	402	3	405	101	14	513	11	29	112	780
So. Carolina, 1931	14		14	42	22	32	24	120	537	1	538	40	1	670	4	16	37	768
South Dakota, '31	5		5	41	14	39	35	129	261		261	30		378		38	36	482
Utah, 1931	11		11	9	10	27	3	49	213		213	20	5	278	1	13	22	339
Vermont, 1931	15		15	27	4	33	26	90	216		216	41	5	214	7	23	44	234
Virginia, 1931	27	4	31	86	80	93	54	313	1617	2	1619	108	11	1717	4	52	199	2091
Washington, 1931	10	1	11	44	31	27	28	130	368	1	369	53	6	396		35	57	547
West Virginia, '31	28		28	84	29	83	84	280	608	5	613	43	6	686	4	40	122	901
Wisconsin, 1931	76	7	83	117	70	124	97	408	885	4	889	175	13	1278	12	103	258	1839
Dist. of Col., 1931	40	1	41	56	50	67	30	203	935	6	941	124	12	833	11	66	125	1171
Line Total, '31	1978	79		3802	2179	3417	2707		34400	185		4453	565	40436	349	3113	6116	
Group Total, '31			2057					12105			34585							55032

*Not in production.

FINANCIAL NEWS

UNION CARBIDE

New York, July 25.—Union Carbide and Carbon Corporation and subsidiaries report for the June quarter a net income of $2,254,997, compared with $4,500,155 in the same period last year.

The earnings for the 1932 quarter equal 25 cents a share on 9,000,743 shares outstanding, comparing with 50 cents a share in the June quarter of 1931.

For the first six months of 1932 the net income equaled 47 cents a share, the company having reported 22 cents per share for the March quarter.

ADLER

Berlin, July 25.—During the first half of 1932 a total of 20,000 passenger cars and 3,000 trucks were sold by the widely known Adler works, as against 35,000 and 7,400, respectively, over the same period of 1932, a loss of 30 per cent. in quantity and 40 per cent. in value.

This shift illustrates well the altered market which the German automotive industry now faces. In the passenger car field the Adler works sold 84 per cent. of its small cars with less than eight taxable horsepower.

FAILURES

New York, July 25. — Dun's Insolvency Index for the past week was 156.8 in comparison with 112.2 for the same month of last year. This shows an increase of 44.6 points, which is unusually high for the period. A reduction is shown from January to April in this year's Insolvency Index, but in May it rose to 162.0, an increase of 4.0 points from the 158.0 of April. The low point so far this year was reached in June, when the index was 155.2. The current figure to date is 1.6 points higher than that of June.

COMMODITY PRICES

New Haven, July 25.—Average commodity prices in this country last week advanced 0.6 point to 60.8 per cent. of the 1926 level, according to Prof. Irving Fisher's index, compiled on the basis of average 1926 values at 100. The purchasing power of the dollar declined to 64.5 cents above the 1926 average. English commodity prices had an index number of 59.6.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

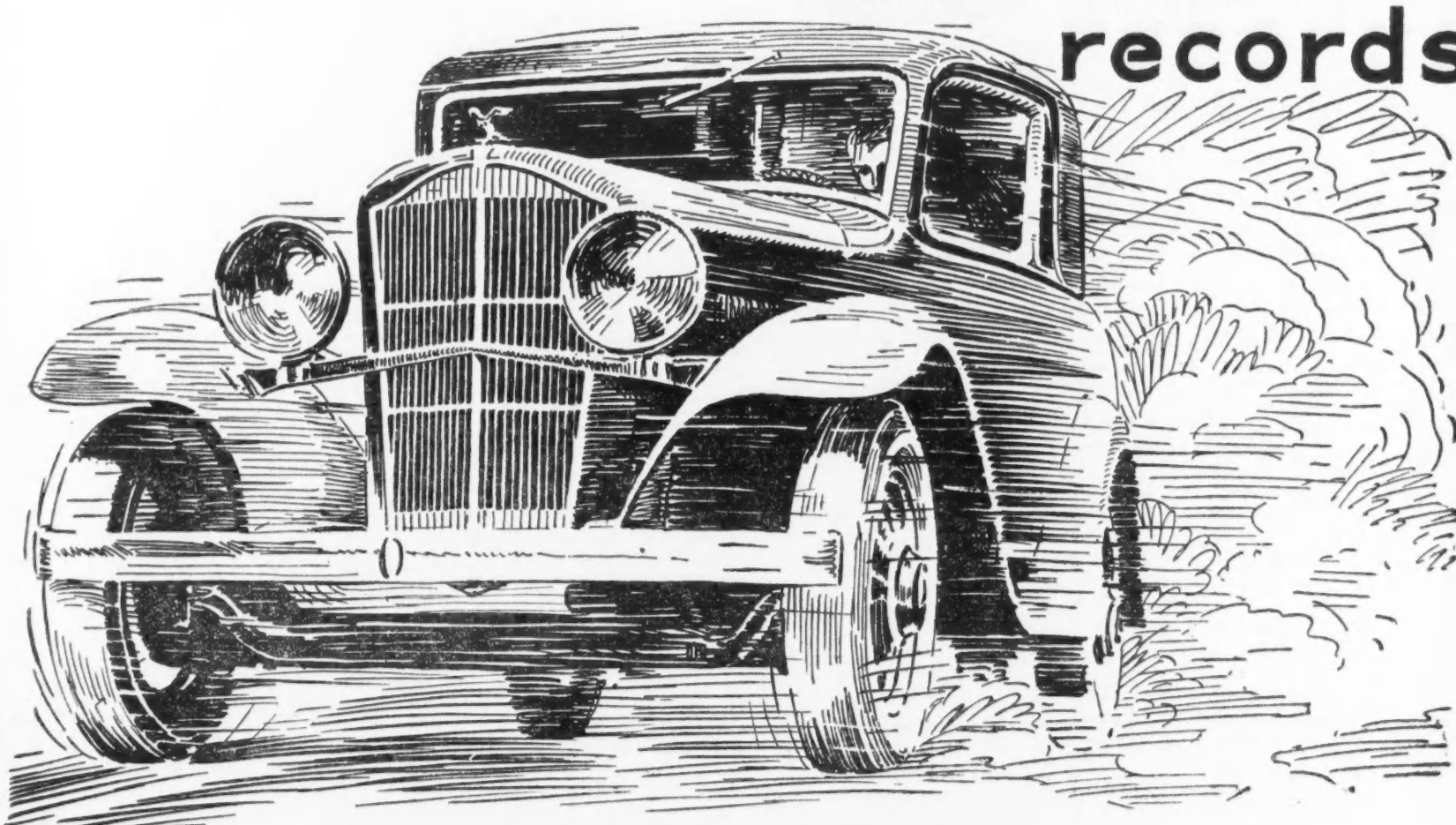
REGISTRATION STATISTICS, JUNE, 1932

New Jersey, which are furnished by the New Jersey Motor List Co., New Car Division, Trenton, N. J. Metropolitan district figures, compiled by Sherlock & Arnold, our subscribers. Readers desiring county, city, or town lists, or lists of owners in any given section may obtain these by addressing any of these three companies

Louisiana, Oklahoma, Oregon, Washington

States	HUDSON GROUP			STUDEBAKER GROUP				WILLYS-OV'R'D GR'P			NON-AFFILIATED MANUFACTURERS									State Total
	Essex	Hudson	Totals	Pierce-Arrow	Rockne	Studebaker	Totals	Willys-Overland	Willys-Knight	Totals	De Vaux	Franklin	Graham	Hupmobile	Marmon	Nash	Packard	Reo	Miscellaneous	
Alabama	6	1	7		10	2	12	18	1	19			1	4		8	6	3		822
Arkansas	1		1		4	2	6						3	1		5		4		486
Connecticut	48	15	63	3	50	48	101	30	4	34		5	26	12	3	39	28	17		2,366
Delaware	6	3	9		11	5	16	2		2			1			10	4			504
Florida	22	14	36	2	7	8	17	10		10		4	11	6	9	13	5	4	61	1,647
Idaho	3	4	7		3	5	8	1		1	1		7			8		1		283
Illinois	132	40	172	24	102	171	297	99	16	115	7	12	66	57	3	167	98	26	29	7,606
Indiana	67	17	84	4	65	58	127	73	4	77	1	3	23	21	8	37	17	9	3	3,509
Iowa	44	22	66		41	44	85	60	4	64	4	1	10	3	1	37	12	8	2	3,092
Kansas	24	16	40		22	10	32	26	1	27			3	10	1	9	2	2		1,221
Louisiana	2	3	5	1	15	14	30	8	1	9	3		6	3		33	5	2		1,303
Maryland	32	14	46	4	49	33	86	21	8	29		2	18	20		40	24	6	5	2,851
Michigan	163	71	234	7	120	76	203	90	5	95	22	2	81	42	4	80	59	43	3	11,358
Minnesota	36	23	59		51	28	79	39	2	41			13	18		34	3	12	3	3,676
Missouri	56	21	77	11	46	26	83	43	8	51	1	3	33	22	2	54	20	11	3	4,241
Montana	6	2	8		4	1	5	7	1	8				1		2		3	1	349
Nebraska	10	18	28		26	18	44	25	4	29			6	8		15	2	3		1,417
New Hampshire	18	3	21		18	11	29	11	1	12		2	13	2		24	5			874
New Mexico						2	2									2	1		1	209
North Carolina	13	3	16	1	8	5	14	6		6			1	1		6	5		15	1,429
North Dakota	1	1	2		15	7	22	25	1	26	1		2	2		8		1	2	707
Ohio	179	64	243	4	156	111	271	232	33	265	8	8	73	48	5	124	71	29	12	9329
Oklahoma	4	5	9	1	16	15	32	10	3	13		3	4	4		12	13	3	2	1,979
Oregon	8	2	10	2	14	14	30	12	5	17	2	2	19			40	4	3		1,010
Pennsylvania	218	82	300	17	218	187	422	368	39	407	13	17	138	120	8	273	145	42	13	14,537
Rhode Island	18	5	23	4	15	10	29	19	4	23		4	15	15		19	8	4	4	1,103
South Carolina	10	2	12		5	2	7	1		1			2	6		1	1			766
South Dakota	2		2		16	5	21	7	1	8			3	5		1	1		2	417
Utah	14	4	18		9	4	13	1		1			5	2		10	3			400
Vermont	22	12	34		15	7	22	28	2	30	1		5	9		11	7	2		700
Virginia	31	10	41		19	19	38	35	3	38		1	9	16		37	15	2	1	2,403
Washington	12	6	18	1	29	25	55	19	7	26	2	2	18	4	1	30	7	5	3	1,290
West Virginia	24	12	36		31	16	47	36	2	38	1		18	3		17	13	5	3	1,586
Wisconsin	64	25	89	6	52	55	113	105	17	122	5		34	8		102	18	6		3,602
Dist. of Columbia	30	10	40		32	34	66	8		8	1	1	18	16	1	37	16	3	2	1,924
Line Total	1326	530		92	1294	1078		1475	177		73	72	685	489	46	1345	618	259	170	90,996
Group Total			1856				2464			1652										
Alabama, 1931	6	2	8			10	10	30		30			1	4	2	6	7		1	1,415
Arkansas, 1931	1	1	2			9	9	4		4			8	1		11	1	1		616
Connecticut, 1931	123	49	172	21		96	117	53	10	63	14	7	54	35	11	88	57	13	10	3,594
Delaware, 1931	10	5	15	2		7	9	4	2	6			1	2	1	11	6		7	565
Florida, 1931	60	26	86	6		45	51	48	3	51	4	5	50	9	15	35	12	16	9	3,162
Idaho, 1931	4	7	11			18	18	22	3	25	8	1	7		1	11	2	2	7	636
Illinois, 1931	229	88	317	26		303	329	214	34	248	35	20	147	115	8	192	130	22	62	11,241
Indiana, 1931	115	47	162	5		143	148	141	3	144	8	4	50	39	23	52	13	9	20	4,251
Iowa, 1931	116	46	162	1		93	94	196	5	201	30	1	29	24	5	70	13	10	39	5,056
Kansas, 1931	60	25	85			37	37	53	4	57	2		14	8	7	21	5	5	10	1,928
Louisiana, 1931	20	6	26	3		26	29	19	3	22	6	1	18	21	5	46	3	1	3	1,915
Maryland, 1931	76	27	103	9		63	72	53	7	60	2	5	38	43	3	90	26	10	31	3,412
Michigan, 1931	399	175	574	6		115	121	132	6	138	91		115	73	29	91	86	35	49	10,653
Minnesota, 1931	85	39	124	4		64	68	148	9	157	10		62	33		37	13	5	13	3,998
Missouri, 1931	121	38	159	17		115	132	120	10	130	18	8	79	67	16	117	19	15	30	6,242
Montana, 1931	9	7	16	1		8	9	26	2	28	4	4	3	1	1	16			7	700
Nebraska, 1931	23	13	36	1		56	57	77	11	88		1	16	19	3	33	10	2	10	2,541
N. Hampshire, '31	36	14	50			29	29	39	2	41	5	3	11	9	4	41	7	3	7	1,298
New Mexico, 1931	1		1			3	3	1		1						3		1	1	232
No. Carolina, '31	54	22	76	2		16	18	27	3	30	7		11	3		6	4	4	7	2,336
N. Dakota, 1931	12	9	21			9	9	36	5	41	2		7	3	1	13		3	8	889
Ohio, 1931	348	104	452	29		273	302	395	57	452	26	17	141	117	49	216	66	29	85	12,003
Oklahoma, 1931	6	14	20	2		19	21	5	15	20		4	4	8		12	6	2	5	1,934
Oregon, 1931	15	15	30	2		52	54	22	4	26	18	8	41	12	7	28	15	2	33	1,774
Pennsylvania, 1931	514	172	686	46		419	465	528	87	615	84	53	270	232	50	372	125	40	131	17,938
Rhode Isle., 1931	56	19	75	11		30	41	33	6	39	1	4	20	11		39	11	17	9	1,719
So. Carolina, 1931	20	14	34			10	10	7		7			1	10		3	3	2	2	1,512
South Dakota, '31	19	6	25			15	15	19	1	20	7		3	12	1	7		2	5	974
Utah, 1931	27	10	37			11	11	11	1	12	10		10	5	2	15	2	1	3	720
Vermont, 1931	40	18	58			18	18	37	2	39	2		6	12		29	4	3	2	828
Virginia, 1931	90	25	115	3		55	58	45	3	48	1	2	23	28	9	32	16	2	11	4,399
Washington, 1931	20	6	26	1		55	56	47	3	50	6	1	16	11		14	5	5	13	1,260
West Virginia, '31	41	20	61			40	40	91	2	93	8	1	32	14	1	23	8	11	6	2,120
Wisconsin, 1931	107	36	143	3		102	105	117	12	129	35	3	37	25	4	149	24	11	22	3,906
Dist. of Col., 1931	44	11	55	6		78	84	28	6	34		3	25	34	7	47	25	2	11	2,683
Line Total, '31	2907	1116		207		2442		2828	321		444	156	1350	1040	265	1976	724	286	669	120,510
Group Total, '31			4023				2649			3149										

Continental DE VAUX Establishes 22 world's records



A STOCK CONTINENTAL DE VAUX 80 COUPE ESTABLISHED TWENTY-TWO (22) WORLD'S RECORDS FOR CLASS C STOCK CARS (183 TO 305 CUBIC INCH CARS) AT MUROC DRY LAKE, CALIFORNIA

These tests were held under the rigid regulations of the A.A.A. July 7 and 8. Among the most noteworthy of these twenty-two new records was the 1,000 miles performance of the Continental De Vaux, which set a speed of 65.9394 miles an hour, breaking the former record of 61.498 miles an hour for this distance.

The tests, conducted with the temperature ranging from a low of 80° to a high of 115°, demonstrated the remarkable cooling qualities of the Continental De-Vaux as well as ruggedness of the Continental "Red Seal" motor.

These outstanding performances mean much to Continental De Vaux dealers everywhere.

If you are contemplating a change in your present franchise or you need a low priced companion for your present line, Continental De Vaux offers you sales and profit possibilities in your community at a very low additional capital investment.

Continental De Vaux discounts are liberal. You will receive from Continental De Vaux officials that kind of help which will enable you to profitably sell Continental De Vaux automobiles.

Perhaps the Continental De Vaux line is available in your territory. If it is, we suggest you write to R. H. Mulch, General Sales Manager, Continental-De Vaux Company, Grand Rapids, Mich., for all the facts concerning the franchise.

PRICES START AT

$725

F. O. B. FACTORY TAX EXTRA

CONTINENTAL DE VAUX 80